

# FOR THE COMFORT FIT

**Bindu Gopal Rao** speaks to Sharad Walia, Brand Head, Lee, India, at VF Brands India Pvt. Ltd, to get a lowdown on their latest product innovation for the Indian woman, The Body OPTIX™.



All Images Courtesy: @Lee Body Optix

## INNOVATION & INSIGHTS

Lee is the legendary jeans label that dates back to 1889 and is one of the world's most iconic signatures of quality, innovation and craftsmanship. Following the establishment of the H D Lee Mercantile Company by Henry David Lee in Kansas, U S, in 1889, Lee embarked on its journey to become a legendary denim brand. Over the years, Lee has made history with its numerous product innovations, including the world's first-ever zip fly jeans – the 101Z in 1926, the iconic Hair-on-hide leather label and the Lazy S back pocket stitching. From the launch of the first Lee bib overalls to the 13oz 101 cowboy jeans, Lee has demonstrated an undying passion for innovation, and has transformed itself from a practical and durable work-wear maker to a contemporary and trend setting fashion giant. Lee Jeans have always been synonymous with milestone fashion innovations over the last 128 years. Lee's history tells a story of constant progress and innovation and of course of change and standing out distinctly through generations.

Lee Jeans recently also unveiled Jacqueline Fernandez as their brand ambassador to further reinstate the brand's own personality. Jacqueline's immediate campaign with Lee will showcase their latest product innovation for the Indian woman the Body OPTIX™. This is said to be a game changing product innovation designed for the Indian woman which is BODY OPTIX™ denims.

A TEAM OF TEN VISION SCIENTISTS HAVE COLLABORATED WITH DESIGNERS FROM BENGALURU, MUMBAI AND OTHER PARTS OF THE WORLD TO CREATE BODY OPTIX™ SPECIFICALLY FOR WOMEN.



Here, traditional denim designs are combined with ground-breaking vision, science and design to create holistic body shaping, specifically for the Indian female body.

Lee BODY OPTIX™ is a joint accomplishment between vision scientists and denim designers. After extensive scientific tests and consumer research, premium LYCRA BEAUTY® fabrics and authentic design details have been incorporated with exquisite craftsmanship. The collection promises to create holistic body shaping specifically for the Indian female body, with an unprecedented 360° total body shaping and a fully flattering fit. Lee's passion for denim, together with the constant pursuit for innovation, has produced the finest denim garments since decades now. Each piece is a testament to the heritage and craftsmanship that has exemplified Lee as one of the world's pioneering denim brands. BODY OPTIX™ is the result of more than 128 years of experience and expertise in designing the best denim. These denims are the result of the work between their vision scientists and designers from VF Design Science Lab in Los Angeles. A team of ten vision scientists have collaborated with designers from Bengaluru, Mumbai and others parts of the world, to create BODY OPTIX™ specifically for women. Lee continues to stay curious and explore all things new, constantly looking at the world from new angles, and never restricting themselves to the possibilities of better and more purposeful denim designs. Sharad Walia, Brand Head - Lee, India, at VF Brands India Pvt. Ltd, tells us more in an exclusive conversation.

### TELL US ABOUT YOUR NEW RANGE OF 'BODY OPTIX' DENIMS?

LEE Jeans have always been synonymous to innovation on the world fashion scene for over a century now. As it has always been, Lee's history tells a story of constant progress and innovation. Recently, we unveiled a game changing product innovation designed for the Indian woman, called BODY OPTIX™ denims. With BODY OPTIX™, Lee Jeans is revolutionising the way denims have been envisioned, created and worn in the country, and in the world! The primary objective of the brand has always been to bring to the end consumer, denims that are comfortable, easy to wear, yet add that certain X factor to the wearer and enhance their denim-wearing experience.

### THE 'BODY OPTIX' DENIM IS SCIENTIFICALLY DESIGNED BY VISION SCIENTISTS AND DENIM DESIGNERS - CAN YOU ELUCIDATE THIS FURTHER?

Lee has collaborated with vision scientists and

## INNOVATION & INSIGHTS

designers from the VF Design Science Lab in LA. Vision scientists work together with consumers and designers to co-create innovative apparel. This includes extensive and continuous consumer research and insights. The scientists collaborate with designers to come up with solutions that answer to these insights, so that the resultant denims are optimally suited to the existing market conditions and stand tall to desired consumer needs.



### **YOU MENTION THAT THESE JEANS FLATTER, ENHANCE AND SHAPE THE INDIAN BODY TYPE - HOW IS THIS ACHIEVED?**

These denims use principles from Vision science to help achieve a holistic body shaping. Anatomy shading helps us give an overall flattering fit, with effects of shading done for different sizes that help in enhancing and accentuating the necessary figure. Double Side Seam in a few styles uses the principles of linear technology that helps your legs look longer. The contoured yoke and pockets follow the natural curve shape of the body, making the figure more appealing as opposed to the traditional linear cut lines.

### **PLEASE DETAIL THE SCIENTIFIC TESTS AND CONSUMER RESEARCH DONE BEFORE ROLLING OUT THE PRODUCT?**

Consumer researches have been done through in-depth consumer interviews, focus group interviews, shadowing social media profiles and product testing, which also included product clinics, amongst others. Here, we have dedicated agencies, which have conducted intense focus group interviews. We invited a set of selected women for long detailed sessions ranging across four to five hours to deep dive into this research. What we do is look at different age groups right from 18 to about 35, where we schedule some interviews, have devoted wardrobe audits and do social media profiling. So, we try to understand the person and psyche. We try to understand what they are saying/ meaning/ and how they are behaving. It is a very qualitative approach and not just a random questionnaire.

### **YOU HAVE USED PREMIUM LYCRA BEAUTY® FABRICS FOR MAKING THE JEANS. WHY HAS THIS FABRIC BEEN CHOSEN?**

The nature of the fabric has a bi-stretch function that adds to the wearer's comfort. But most importantly, it has a higher recovery. The feel on the skin is also an added advantage.

### **WHICH OTHER PRODUCTS ARE IN THE PIPELINE?**

For the autumn of 2017 we will do Body OPTIX™ top wear which will give you the same shaping effect and is based on the same principle of vision science. ■