



# 72<sup>ND</sup> NATIONAL GARMENT FAIR N G F D A I L Y

## 1<sup>st</sup> DAY FEBRUARY 22, 2021 MONDAY

BROUGHT TO YOU BY :  
**3 u daan**  
व्यापारियों का ऑनलाइन बाज़ार

ORGANISED BY  
**CMAI**  
THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA  
follow us on

BROUGHT TO YOU BY SPENTA MULTIMEDIA

**72<sup>ND</sup> NATIONAL GARMENT FAIR**

**PROGRAMME**

**MONDAY, 22<sup>ND</sup> FEBRUARY 2021**

10.00 A.M. Inauguration  
Fair Opens for the Day  
9.00 P.M. Fair Closes for the Day

**TUESDAY, 23<sup>RD</sup> FEBRUARY 2021**

10.00 A.M. Fair Opens for the Day  
9.00 P.M. Fair Closes for the Day

**WEDNESDAY, 24<sup>TH</sup> FEBRUARY 2021**

10.00 A.M. Fair Opens for the Day  
9.00 P.M. Fair Closes

**CMAI**  
THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA  
Mumbai - New Delhi - Bangalore - Pune  
FOLLOW US ON

# The 2021 Bright Wardrobe

Having been selected as the colours of the year, **Bindu Gopal Rao** writes how the Ultimate Grey and Illuminating Yellow will give a classic spin to your wardrobe

**P**antone, a company that forecasts the colour of the year has chosen Ultimate Grey and Illuminating Yellow as the colours of 2021.

### DECODING TRENDS

“Ultimate grey is a laidback colour that matches well with just about anything. It is easy to wear and almost everyone has something in their wardrobe in the Ultimate Grey shade. Illuminating Yellow, which is a very bright yellow, is a colour best-suited for day-time activities. It symbolises energy and light and adding such a vibrant colour to your outfit can give it a wonderful lift. This too is a must for your wardrobe. It is incredibly versatile and can be adapted into contemporary and modern wear too, by toning it down with neutral shades, or even incorporating it into traditional wear, by bringing out the colour using detailed embroidery,” says Archana Jaju, Creative Director, Archana Jaju. Both colours are easy-going despite being different in terms of tonality.



@Rang Riwaaz



@Archana Jaju

The Pantone shades for 2021 are symbolic of the mood of the apparel industry both from a perspective of the designers as well as the consumers, by showcasing the uncertainty of 2020 and how it blossoms into a symbol of certainty and cheer.

### NEW TIDINGS

Amazon Fashion has an array of brands like Marks & Spencer, Jack & Jones, Vero Moda, Only, and ethnic brands like Biba, that have begun incorporating these colours in every

...continued on page 2

**स्मृति जूबिन इरानी**  
Smriti Zubin Irani

मंत्री  
महिला एवं बाल विकास और वस्त्र  
भारत सरकार  
नई दिल्ली  
Minister  
Women & Child Development and Textiles  
Government of India  
New Delhi

**MESSAGE**

I am happy to know that the Clothing Manufacturers Association of India (CMAI) is organizing the 72<sup>nd</sup> National Garment Fair from 22<sup>nd</sup> to 24<sup>th</sup> February 2021 in Mumbai.

The organizers, the Clothing Manufacturers Association of India - CMAI - have been championing the cause of the Domestic Industry for over 5 decades, and it is indeed commendable that this is the 72<sup>nd</sup> edition of what is known as the largest Trade Show of the Apparel Industry in India.

This sector offers tremendous employment opportunities for people, especially in the rural regions and hence the present Government is working tirelessly towards framing innovative policies concerning technology upgradation throughout the value chain right from spinning, weaving to garmenting and skill development.

I am confident that the upcoming edition of the National Garment Fair will prove to be a fruitful event for them, the exhibitors and the visiting buyers. I congratulate the organizers and extend my best wishes for success.

(Smriti Zubin Irani)

Ministry of Textiles | Room No. 129, 'D' Wing, Udyog Bhawan, New Delhi-110 011. Phone : 23061385, 23063779. Fax : 23061575

Organized By :  
**CMAI**  
THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

**Head Office :**  
901, Naman Midtown "A" Wing  
Behind Kala Kendra, Senapati Bapat Marg  
Prabhadevi ( West ) Mumbai 400 013  
Tel : 24390909  
E-mail : info@cmai.in

**Northern Regional Office :**  
Flat No. 802, Tower "A", The New Greenwood Co-Op. Group Housing Society,  
Plot No. GH-6, Opp. Tau Devial Biodiversity Park, Sector 52, Gurgaon - 122003.  
E-mail : delhi@cmai.in

**Southern Regional Office :**  
No.212A, Swiss Complex, 2nd Floor,  
33, Race Course Road, Bangalore-560 001.  
Tel (080) 22257966  
E-mail : bglr@cmai.in

**Western Regional Office :**  
512, Gullekdi, Marketyard  
Near Samata Pat Pedhi, Pune - 411 037  
Tel : (020) 24269382  
E-mail : pune@cmai.in

**72<sup>ND</sup> NATIONAL GARMENT FAIR**

## IN CONVERSATION with Rajesh Masand, President, CMAI



### What are your expectations from the 72nd NGF?

Planning for the 72nd NGF commenced from October 2020, after experimenting with an online fair, that was not met with much enthusiasm by Retailers or Manufacturers. Therefore we returned to the concept of holding physical fairs. While initially we had booked only three floors, after having received a positive response from Exhibitors, we added another floor. We continued to remain a little skeptical about the numbers of visitors expected, in the beginning, but the feedback received, told us that retailers needed to place orders for their coming Spring/ Summer season. While there is always the fear of a drop in Visitors, due to the spike in the virus, I think overall this Fair would be rather successful.

### Tell us a little about the planning of this Fair and how it is different from the previous ones.

We have been conducting the NGF at NESCO for the past 25 years. While holding an exhibition at NESCO has its own challenges we and our vendor partners have been used to it due to past experiences. However, holding a Fair at a hotel is a new experience and full credit

must be given to the fair committee headed by Mr Rohit Munjal and guided by Mr Jayesh Shah, our vice president. They have made tremendous arrangements to make this fair a great success. We have created one floor for Menswear, and one and half floors for Kidswear and Womenswear. Understanding the Need of Services required by an Exhibitor at a Fair in a Five Star Hotel, is very important. Therefore, the team has arrangements that include light-fitting stands, packaged lunch for exhibitors, etc. All visitors will also be served lunch at ₹500 inclusive of all taxes in a separate ballroom.

### How will you maintain safety and security measures to ensure protection against Covid while the fair is going on?

There are several measures we have put into place to ensure protection against the virus. These include: providing hand sanitiser stands, at frequent intersections throughout the exhibition, restricting the number of people one Exhibitor can bring to the exhibition, employing our own security on every floor to monitor the crowd while maintaining free movement of visitors during fair days. We have also appealed to fabric suppliers, job workers and accessories suppliers to not visit the fair, thus avoiding overcrowding.

### What is your take on the anti-dumping duty of viscose staple fibre?

Any kind of anti-dumping duty on raw material Import, not manufacture by us on a large scale, should not be allowed. This leads to increase in price of the raw material thus leading to higher costs in finished garments. CMAI has always been vocal on lower import duty of raw materials thus encouraging value addition and higher import duty on finished products to discourage the import of the final product and encourage more value addition thus leading to job creation in the country. Similarly, lower tax/ duty incentive on export of raw material and higher tax/ duty incentive on export of finished goods should also be enforced.

### What is the current situation of the Garment industry?

The Garment Industry is slowly and steadily returning to its pre-Covid days. Retail has

reached almost 70-75 per cent of business from its earlier days and Manufacturers have cleared their stocks, during the October- December festive rush. Now they are trying to push production up, and deliver the goods on time to Retailers. However, Production continues to be hampered at every stage and rising prices of raw materials is a cause for concern.

### Post-Pandemic by when do you think the Industry will return to normal? Have people's spending capacity increased?

Hopefully post June 2021, things should return to near normal. I believe that the June production should stabilise the business and by next Diwali season we return to business like the good old days. As more people are vaccinated, I believe the positivity will spread, thus leading to normalcy amongst consumers who have also started spending as businesses return to normal and employment rates go up.

### What do you aim to achieve from the 72nd NGF?

The 72nd NGF will be a curtain raiser for the 73rd edition, which we plan to hold again at NESCO in its full glory! NGF is a platform which is beneficially to not only the Retailer but also the Exhibitor.

We are used to Physical fairs. While like us so many international fairs which tried to do virtual exhibition/ online exhibitions, none have been very successful. That is why we decided to hold this edition of the NGF at an hotel, after almost a gap of 25 years to showcase our strength in organising a fair of this size while keeping all safety checks in place, thus creating an opportunity for Manufacturers and Retailers to continue business as usual.

### Will 2021 be more of a year to recuperate, or will it create a better market for consumers?

Businesses are returning to normalcy. The shock and tension associated with the initial lockdown stagnant sales, has made everyone cautious. It will take time to return to their earlier groove. There is a liquidity crunch in the market. Many Companies/ Brands/ Retailers might even change their style of working. This may not create a better market for consumer as there might not be excess production. ♣

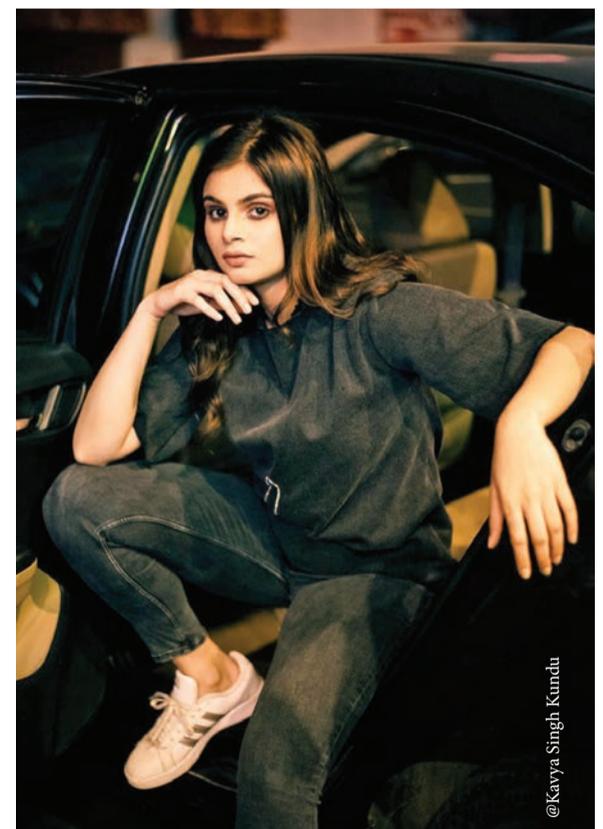
...continued from page 1



category of their Spring-Summer '21 collection from solid pieces like shirts, tops, tees and dresses to prints like stripes, checks, florals and graphics. Designer Kavya Singh Kundu has used ash grey and charcoal grey denim as part of her party edit capsule this season. She will also be seen using more of these colours for her soon to be launched SS21 collection.

### COLOUR CODED

"We have incorporated Pantone colours in prints and plains, micro geometric (polos) for men and floral and colour-blocked designs in kaftans and dresses for women. These have also been smoothly incorporated into graphic designs on tees, or in tonal prints, either colour serving as a complimenting backdrop for the other. For example, yellow florals on a grey background, solid colour-blocking prints look delightful to the eye. Customers can find a range of such prints and styles on Amazon Fashion, from across value fashion and luxury brands," says Narendra Kumar- Creative Director, Amazon Fashion India. Grey and yellow are an unusual combination, but when combined with the right tone and the correct proportion, they can help create something unique. Greys work well for a stone washed or acid washed denim look. "The lightest greys all the way till an ash are also used with hints of



yellow. Yellow on the other hand can be used abundantly as soft silky solids, tone on tone pastel shades or even in stark contrast with other richer tones. Given that we have two Pantone shades for this season, there's really

...continued from page 2



a lot that one can do when they start exploring,” says Kavya Singh Kundu, who has her own eponymous sustainable fashion label.

#### CUTS AND CUES

Keeping it neutral with the Ultimate Gray and Illuminating Yellow is the way to go this year. “The trend has been taken from the 70’s and has received a serious facelift. Mixing and matching these shades add a lot of dimension and depth to the ensembles. They are independent yet complementary to each other. The best way to incorporate the two together would be to wear one of the colours as a monochrome look and add the second as a pop of accessories like a handbag or jewellery,” says Parthavi Nagarsheth, Chief Creative Officer, Freakins.

#### STYLE NOTES

“Illuminating Yellow is bright and imbued with solar energy that creates us, thus pushing us to consider better times ahead. Symbolising optimism, hope and friendliness, this cheerful shade will certainly decorate any winter outfit and definitely turn heads while in the process. Whether you are going for a bold look or trying to find accessories to transform your basic ensembles yellow always gives a more dramatic look when it comes to style. For

...continued on page 4



## IN CONVERSATION

with Mr Rohit Munjal, Vice President and Chairman, Fair Sub-Committee



#### Tell us a little about the 72nd NGF.

The National Garment Fairs are very important in the Domestic Apparel Industry. While the Number of Retailers visiting these Fairs have increased, Exhibitors on the other hand, participate in the Fair to showcase their Brands and Product Ranges, and to conduct Business transactions. Their return proves that they are achieving their objectives. This motivates CMAI to continue to Innovate and Evolve. The 72nd NGF is such an example. Considering the current situation and restrictions, we have returned to the Hotel format after almost 25 years. We have tried to accommodate the maximum number of Exhibitors in this Edition but due to a space constraint, we haven't been able to do much. We have advised all Exhibitors and Visiting Retailers to maintain Standard Operating Procedures (SOPs) strictly as per Government guidelines.

#### Will this NGF help the Garment Industry in any way post Covid?

Yes. The last January Edition of the National Garment Fair held in January 2020, and the subsequent Lockdown all over India restricted Manufacturers and Retailers to move out of their Offices/ Factories. With Retailers and Shops also not open for long periods of time, Consumers were unable to buy much. But the economy is now showing signs of revival and we are hopeful more Retailers will return to business. This will help the Industry do justice to Manufacturers, Retailers and Consumers.

#### What is your reaction to the Union Budget this time around?

The Budget has been pretty good for the Textile Industry, with two major announcements – Mega Parks and PLI Schemes to be introduced. Both of these, if executed properly, can prove to be game changers for the Industry. However, I am a little disappointed with the imposition of the additional 10 per cent Import Duty on imports of Cotton and Cotton Waste. This can have a cascading effect on the prices of raw materials which are already showing signs of major price increase.

#### How will building Mega Textile Parks help?

The Announcement of Seven Mega Textiles Parks in the Budget of 2021, has been the highlight of the Budget. This is in line with the Government's intention to encourage Mega Projects and increase the scale of operations in the Textile Industry. This has to be applauded. A particular positive aspect of this scheme is the incorporation of the Plug and Play Model which will enable Members of such Parks to avoid huge Capital expenditure outlays.

#### Will this help in bringing back lost jobs of workers?

Yes – if executed well, this can have a very good effect on the job scene. However, the Government has to very closely study why Textile Parks have not succeeded in the past. It is crucial to avoid errors of omission and commissions from the past. Otherwise, this will remain a well-intended scheme that failed to lift the fortunes of the Textile Industry.

#### The NGF keeps raising the bar year after year. How do you plan to raise the bar once more this year?

The Members of the Fair Sub Committee of the Association have put in great effort to Organise this Record breaking Trade Show and have tried to accommodate all Members who have expressed their keenness to Participate in this Fair. We strive to upgrade our services based on feedback we receive at the end of the day.

#### Will 2021 bring the garment Industry back to its former glory?

Working Capital and the Cost of Money are the two biggest constraints for Domestic Manufacturers in the Garment Industry. Low margin in the industry will stretch thin in the future due to extended credit that most Buyers are likely to take in the coming months. It is therefore recommended that Domestic Manufacturers are offered Working Capital Interest Rates at the same rate as Exporters, at least for a year. The Garment Manufacturing Sector, which is the highest Employer in the Country after Agriculture, must receive very strong support from the Government if it has to survive and recover in the coming years. A support to this Industry from the government will add tremendous fillip to the Atmanirbhar Bharat philosophy of the Government too. ♣

...continued from page 3

example, we love a yellow raincoat combined with black slim-fit trousers,” says Additi Jain, Founder and CEO, IKI CHIC. “These colours are also not a seasonal fad, thus making them sustainable and timeless since design in these colours will always find an audience. The dyes and colouring processes too for these shades are quite environment friendly as many tones can be obtained organically against mechanized colours like neons and ultraviolets. So, all in all the colours are supportive of the current mood and needs of the fashion Industry,” says Jyoti Singh, Founder, Rang Riwaaz.

**DO IT RIGHT**

You can try colour combinations, like pair grey with a pop of colour of your choice. Illuminating Yellow can be used in several colour combinations while pairing it with grey in different kinds of patterns. “You can wear any suit you like or a traditional sherwani and have a Pantone themed pocket square or turban or handkerchief to show off the trend. It is ideal to use grey in combinations with colours that stands out. Use Yellow sparingly, unless you are

adventurous and want to use it as part of your entire ensemble,” says Ravi Gupta, Creative Director, Gargee Designers. When working around these shades there a few key guidelines which must be kept in mind to avoid a fashion faux pas. “For instance, you should not pair a yellow coloured top with the same coloured bottom. You should always pair accessories in contrasting colours such as a gray bag with a yellow outfit or vice versa,” avers Sidhant Keshwani, Managing Director, Libas. Monochromatic looks are highly recommended with Ultimate Grey; the colour will make one look sleek. It can be incorporated in any outfit. One can also mix Ultimate grey with primary colours such as blue, red, and yellow to make a statement. Illuminating Yellow should be added to an otherwise monochromatic outfit, to add a little life to it, especially when dealing with neutral tones. ♣



@IKI CHIC



@Archana Jaju

