

Chapter III

Introduction about Textiles and the Branded Raiment

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BRANDED RAIMENT**

3.1 INTRODUCTION

India's textiles sector is one of the oldest industries in the Indian economy, dating back to several centuries. The industry is extremely varied, with hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mills sector on the other end. The decentralised power looms/ hosiery and knitting sector forms the largest component in the textiles sector. The close linkage of the textiles industry to agriculture (for raw materials such as cotton) and the ancient culture and traditions of the country in terms of textiles makes it unique in comparison to other industries in the country. India's textiles industry has a capacity to produce a wide variety of products suitable for different market segments, both within India and across the world.

India's home textile exports grew at a healthy rate of 9% in FY21 despite the pandemic. The textiles sector has witnessed a spurt in investment during the last five years. The industry (including dyed and printed) attracted Foreign Direct Investment (FDI) worth US\$ 3.75 billion from April 2000 to March 2021.

Fashionable raiment plays a paramount role in assessing the attitude of customers towards branded garments. As lifestyle changes over the year, the taste and preference of the customers change to suit the current trends and tendencies. Companies and brands that offered monotonous and mundane products for a year have now multiplied their product ranges and new appealing styles, shapes and forms are being launched each season.

3.2 INTRODUCTION ABOUT RAIMENT

Today's global market witnesses a cut-throat competition. Much new brand raiment enters the market, stays for a while, and then goes obsolete. Fads come into existence and vanish even quicker than they appear. Rapid changes in the customers'

choices, increase in their disposable income, globalisation, media exposure, and influence of global and psychological trends contribute to this behavior. In order to sustain them in the market, it is necessary for every manufacturer to build a 'brand image' for his brand raiment in the market. This is more important for apparel makers as raiment have a short life cycle and trends keep changing every now and then. Brands create the strongest competitive advantage for the manufacturer, and the retailer.

Raiment should be designed considering the three major aspects: structure, function and decoration. It should be structurally effective and appropriate for the customer's needs and as per the day's fashion. Functionally it should permit the activity a person performs wearing it, and decoratively appropriate to the garment and the wearer. Raiment, which is successful in appearance, function, structure and decoration, stimulates the purchaser to buy them. The above three aspects are fulfilled in a raiment.

3.3 BUYING BEHAVIOR

Impulsive buying is the tendency of a customer to buy goods and services without planning in advance. When a customer makes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings.

Difference in customer's habits, their cognitive structures and their motives cause them to behave differently when buying. An individual doesn't act the same way in all situations, people tend to act consistently, there are six identified groups of customers which are classified based on their buying behavior such as habit, price, cognitive group of customers, impulsive group of customers, emotional reactors and group of new customers.

- Habit determined group of brand loyal customers who tend to be satisfied with the Product or brand last purchased.
- Price cognitive group of customers who decide principally upon the basis of price or Economy comparison.
- Cognitive group of customers who are sensitive to rational claims.
- Impulse group of customers who buy on the basis of physical appeal and are relatively insensitive to brand name.

- Group of emotional reactors who respond to product symbols and are heavily swayed by images.
- Group of new customers who haven't yet stabilised the psychological dimensions of their behavior.

3.4 IMPULSIVE BUYING BEHAVIOR

An impulsive buying refers to purchasing or acquisition of goods on impulse rather than from premeditation. In other words impulsive purchasing means an unplanned decision to purchase any service or merchandise. With the help of various in-store influencers retailers are attempting to convert browsers into spenders. Since the 1950s research has been undertaken in the field of consumer research to understand the concept of impulsive buying. Impulsive buying is unplanned shopping done in reaction to an external trigger like on seeing the desired product in the shop. Internal motivation triggers impulsive shopping. Highly impulsive buyers are likely to be unreflective in their thinking, to be emotionally attracted to the object, and to desire immediate gratification.

Impulsive buying is a psychological phenomenon & the culture of consumption triggers buyers to succumb to temptation resulting in them to buy anything without consideration of its consequences. Impulsive buying can be correlated to unhappiness & anxiety & is required to be controlled from a psychological perspective. Impulsive buying tendency can be linked to personality traits which trigger a person making impulsive purchase a habit. Impulsive buyers are mainly social beings who are very much concerned about their social image & status. In order to impress others & to look good so that others feel positive about them they opt impulsive buying. Many times to lighten their mood buyers buy in an impulsive manner. Impulsive buyers are not much concerned about the results of their spending pattern.

Apart from all these prices also is a contributing factor. A number of people go for impulsive purchasing just due to the reason it was on discount. Temptations like stock clearances or offers for premium customers also promote impulsive buying.

3.5 FACTORS OF IMPULSIVE BUYING BEHAVIOR

The customer's impulsive buying behavior is classified into four main factors that determine buying behavior, i.e., these factors regulate if a target customer purchases a product or not. These factors are namely Psychological, Social, Cultural and Personal factors.

Psychological Factors

It affects our purchase decision including motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. Other people often influence a consumer's purchase decision. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed at these people. Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories: motivation, perception, learning as well as beliefs and attitudes.

1. Motivation

Motivation will drive customers to develop purchasing behavior. It is usually working at a subconscious level and is often difficult to measure. The level of motivation also affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most insistent while others are least insistent. Therefore a need becomes a motive when it is more insistent to direct the person to seek satisfaction. To increase sales and encourage customers to purchase, brands should try to create, make conscious or reinforce a need in the consumer's mind so that he develops a purchase motivation.

2. Perception

Perception is shaped when customers gather information regarding a product and examine it to generate a relevant image regarding a certain product. Whenever the customer watches the advertisement, review, feedback or promotion regarding a product, we form an image of that item. Customers gathering constant information by simultaneously surfing through the Internet, watching TV, and exploring through our cell

phones, the perception we gain through all these resources plays a definite role in regulating our consumer behavior. As a result, our perception plays an integral role in shaping our purchasing decisions.

3. Learning

Every time while purchasing a product customers get a deeper knowledge about it through experience. This learning mainly depends on our experience, knowledge, and skills. This learning can either be cognitive or conditional. While in cognitive learning, we use our knowledge for finding satisfaction and fulfilling his needs with the item purchase, conditional learning is where the customers get constantly exposed to a situation, enabling us to respond towards it.

4. Attitudes and Beliefs

Customers have certain attitudes or beliefs that consciously or subconsciously prompt our purchasing decisions. For instance, while your friend who believes caffeine is adverse for one's health may prefer tea, you who believe that caffeine energises us, may prefer coffee. Our attitude and what we believe influence our behavior towards a product and also play a key role in shaping the product's brand image. So understanding a consumer's attitude and belief becomes useful for marketers to design their marketing campaigns.

Social Factors

Customers are constantly working on imitating other human beings, longing to fit in our surroundings. As a result, social factors influence our buying behavior regarding items. Some of these factors include family, reference group and roles and status.

1. Family

Families actually have a considerable role to play in impacting our purchasing behavior. Customers form an inclination or aversion towards certain products from our childhood by observing our families use that product and persist in using those products as they grow up.

2. Reference Groups

Reference groups are basically groups of people with whom customers associate themselves. These include clubs, schools, professional or playgroups, churches, and even acquaintances or a group of friends, etc. The people in the reference groups normally have a common pattern of purchasing and an opinion leader who influences them in terms of their buying behavior.

3. Roles and Status

The position of an individual is within customer's family, work, country club and his group of friends etc. All this can be defined in terms of role and social status. A social role is a set of attitudes and activities that an individual is supposed to do and work accordingly.

Cultural Factors

Culture is crucial when it comes to understanding the needs and behaviors of an individual. Basically, culture is the part of every society and is the important cause of a person's wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analysing the culture of different groups, regions or even countries.

1. Culture

Customers cultural factors are basically basic requirements, values, wants, behaviors, and preferences that are observed and absorbed by them from our close family members as well as other significant people around them.

Subculture

Amongst a cultural group, we have several subcultures. These groups share a common set of values and beliefs. They can consist of people from varied nationalities, religions, caste, and geographies. An entire customer segment is formed by this customer segment.

2. Social Class

Each society all over the globe is defined and known by some form of social class. This social class is determined collectively by our family backgrounds, occupation, education, and residence location. Our social class is another component holding the reins for consumer behavior.

Personal Factors

Alongside social, psychological, and cultural factors, all customers have factors that are personal to them that influence their choices. These factors vary from person to person, introducing varied perceptions and behavior. Some of these personal factors include age

1. Age

Age is one of the primary factors that impact our preferences. The vibrant and flashy purchasing choices of a teenager would obviously differ from what an elderly person purchases. Meanwhile, there are middle-aged people who are naturally more focused on purchasing properties, houses, or vehicles.

2. Income

Income definitely impacts customers purchasing behavior. The higher our income, the more purchasing power we hold and vice versa. Higher disposable income compels us to spend more on luxurious items while a lower or mediocre income makes us spend more on our basic needs like education, groceries, and clothing.

3. Occupation

Occupation largely steers customers purchasing decision making. So customers tend to purchase the items that are relevant or suitable for their profession. For instance, a businessman would have a different clothes purchasing pattern in comparison to an artist.

4. Lifestyle

Customers' way of life is one of the most powerful influencers that controls their choices. Customers lifestyle dominates their buying behavior quite significantly. Suppose

we are on a diet then the products we purchase will also complement our diet, from food, weighing scale to using protein.

3.6 TYPES OF IMPULSIVE BUYING BEHAVIOR

The impulse buying is classified into four types which are as follows,

1. **Pure Impulse:** An unplanned novelty purchase, e.g. casually browsing Etsy and buying a handmade ceramic sculpture which they like.
2. **Reminder Impulse:** Seeing a product and remembering that you need it, e.g. buying AA batteries at checkout to power a gadget you just bought
3. **Suggestive Impulse:** Seeing a product and visualising a need for it, e.g. purchasing socks after seeing them listed as a recommended product on an ecommerce website that sells shoes
4. **Planned Impulse:** Taking advantage of a promotional offer with an unplanned purchase, e.g. adding an item to your cart to reach a free shipping threshold.

3.7 REASONS FOR IMPULSIVE BUYING BEHAVIOR

1. Emotion and Feeling

A study shows that people decide to buy because of emotion and feeling. When customer are drowning in anger, bored or guilty emotions, feeling stressed out or depressed, that could quickly trigger them to purchase things which they don't need.

In the same way, when customer are in a good mood or excited about something, they tend to purchase for the sake of satisfaction or pleasure.

Besides, when customers body is tired after some work at the office or college, they probably want to drop by for food and drink at a restaurant or café on your way home.

2. Impulse Items

Snacks, chocolate, candy or clothes on sale are items that some stores often put in front of the aisles or near the checkout to catch the shoppers attention.

Cosmetics products, shoes and bags have been a strong attraction for women to make a spontaneous purchase in big malls.

These products truly have an eye-appeal appearance, nice smells (foods) and sometimes are on sale that makes people have a hard time to resist the temptation to buy. People often unconsciously put them as extra items on their carts.

3. Addicted to Shopping

The term for this is a shopaholic, a person who has an addiction to shop because it gives him a sense of significance.

4. An Unplanned Shopping Habit

If the customers are used to going shopping without planning it in advance, you will likely end up purchasing items impulsively. Especially when it's time to buy groceries. People tend to buy at least two items which aren't necessary for them.

5. Lifestyle

This factor can influence someone to be a compulsive buyer. Celebrating success over each deal in a job or a salary or commission from each deal is common. The money usually spent on food, vacation or clothes. This is usually happening among marketing staff in a lucrative business such as property or automobile.

6. Well-Crafted Promotional Message

Promotional messages often promise that a product can make a customer be more confident, give a sense of satisfaction, fulfilment, or happiness. This adds strategies intent to exploit the desires of a buyer. Most expensive products such as cars and houses apply this marketing strategy to attract their buyers. Nowadays, notice that those causes are your reasons to do purchasing, continue to read the impact and solution.

3.8 DIFFERENCE BETWEEN IMPULSIVE & COMPULSIVE SHOPPING

Shopping can be broadly classified as compulsive shopping & Impulsive shopping. These two types of shopping can be termed as behavioral patterns controlled by the brain. The difference between two are as follows:

Impulsive buying refers to the purchasing which is poorly conceived & prematurely expressed while in contrast compulsive shopping is repetitive in nature which is performed as per certain rules & more of a stereotype. However impulsive buying may not always be unintentional, say for example some gamblers plan beforehand to pursue their impulsive behavior.

Initially impulsive buyers experience pleasure which lose quality with passage of time. It can be said that impulsive shopping is mostly performed to obtain pleasure or satisfaction while in case of compulsive buying it is conducted to alleviate nervousness or soreness.

3.9 BRANDING

Branding is a process which involves creating a specific name, logo, and an image of a particular product, service or company. This is done to attract customers. It is usually done through advertising with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. A brand is a name, term, symbol, or other feature that distinguishes an organisation or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.

Features of Branding

1. Target Ability

Branding should be planned according to the targeted audience. No business firm can target the entire population. Business owners should identify the type of people who are buying their products and services. Research should be done on the basis of age, gender, income, the lifestyle of their customers, etc.

2. Awareness

The percentage of people who are aware of a brand is known as brand awareness. Well established companies have the benefit of a high level of brand awareness. Brand awareness can be increased with the help of advertisement on TV, radio, newspaper or social media marketing and advertising. Logos also help companies build brand awareness, as people often recognize brands by these symbols or diagrams.

3. Loyalty

Brand loyalty is the highest achievement or apex of any company. A customer who buys the product of a particular company extensively is known as a brand loyalist. Many customers prefer using certain brands of clothing, deodorants or tubes of toothpaste, for example. They like how these brands benefit them. Brand loyalty can be built by staying in touch with the customers, asking them for their reviews.

4. Consistency

Consistency is necessary for a brand. A brand must remain consistent. Small businesses make numerous promises in commercials and ads about their brands, and customers expect companies to continue living up to these promises. Their products should also be effective.

5. Relevancy

A strong brand must be relevant. It must meet people's expectations and should perform the way they want it to. A good job must be done to persuade customers to buy the product; else in spite of your product being unique, people will not buy it.

6. Proper Positioning

Strong brand should be positioned so that it makes a place in the target audience's mind and they prefer it over other brands.

7. Sustainable

The strong brand makes a business competitive. A sustainable brand drives an organisation towards innovation and success. Example of a sustainable brand is Marks and Spencer.

8. Credibility

The strong brand should do what it promises. The way a company communicates their brand to the audience/ customers should be realistic. It should not fail to deliver what it promises. Do not exaggerate as customers want to believe in the promises the company makes to them.

9. Inspirational

The strong brand should transcend/ inspire the category it is famous for. For example- Nike transcendent Jersey Polo Shirt.

10. Uniqueness and Appealing

Strong brand should be different and unique. It should set the company apart from other competitors in the market. Appealing is needed for a strong brand to be attractive. Customers should be attracted by the promise companies make and by the value they deliver.

3.10 TYPES OF BRANDS

Trending fashion lines are truly tuned in to what is and are not popular in terms of style, and big clothing line names are often renowned for good reason. These popular men's clothing brands offer a range of styles, from dapper to casual, and their designs are sure to make any dude look awesome. There are lots of great fashion lines, making excellent looks for guys everywhere. Men's clothing stores produce a wide range of classy, stylish shirts, pants, suits, and accessories for fashion-forward men. Among several multinational brands only these following brands are highly preferred by customers while making impulsive buying. Therefore the study has focused only on these brands Allen Solly, Arrow, Parx, John Player, Raymond, Black Berry, Louis Philippe, Peter England, Van Heusen, Park Avenue, Classic Polo, Indian Terrain, Basics and Sero.

ALLEN SOLLY

The Allen Solly brand has been in existence since 1744 and is currently a trademark of William Hollins & Co. Ltd., England. Through association with Friday Dressing in India, this International brand is today the symbol of a genre that has rescued business dressing from a dip in corporate starch. For the soul that questions corporate formality, the brand provides a well-dressed way out.

Allen Solly is a brand that transformed the dressing lifestyles of Indian officials. Allen Solly was the modernizer in bringing the semi-formal revolt to the Indian market. It netted the imagination of youth and professionals equally, giving them a chance to make a fashion statement at work. The brand has progressed swiftly in the past years, becoming one of the fastest growing brands in India.

History about Allen Solly

Allen Solly was founded in 1744 by William Hollin and Co Ltd. The brand was bought in the 90's by a company called Madura Garments. Madura Garments was a part of Madura Coats and a big producer of threads. Aditya Birla Group acquired Allen Solly in 2001. Allen Solly accomplished a proximate fashionable position in a highly competitive readymade market within a short span of time. It came into the market with the hit idea of "Friday Dressing". Allen Solly launched office apparels in colored shirts and Khaki trousers which became a prompt hit. A brand tagline "My World, My Way" was formed to show the brand's new trend.

In 2002, Allen Solly became the first Indian brand to introduce work fashion for women. In 2013, the kid's apparel was expanded into a complete smart young wardrobe, "Allen Sally Junior" for boys and girls. Solly Jeans Company was launched in 2014 and Solly Sport was introduced as a tennis-inspired lifestyle sports brand.

Marketing & Promotional Strategy of Allen Solly

Allen Solly and campaigning are equally spread in print as well as digital media. The print media has sold Allen Solly as a new age brand of comfortable formal apparels. The one step of Allen Solly was to broadcast the same message through TV ad. The next step was to promote the same message through social media platforms. www.allensolly.com an initiative of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle is India's largest and fastest growing branded apparel companies and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian customers to buy the most prestigious global fashion wear and accessories within the country.

The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women. Madura Fashion & Lifestyle is defined by its brands — **Louis Philippe, Van Heusen, Allen Solly, Peter England** — that personify style, attitude, luxury and comfort. It also includes India's first fast-fashion youth brand, People; India's largest fully integrated fashion multi-brand outlet chain, Planet Fashion;

India's largest premium international brand retailer, The Collective and the British fashion icon, Hackett London's mono-brand retail in India.

PETER ENGLAND

Peter England was founded in 1889, Londonderry, Ireland to provide British soldiers with fine Khaki trousers during the Boer War. More than a century later, Peter England made its foray into the Indian market in 1997. The brand was acquired by Aditya Birla Group in 2000 and quickly went on to become India's Leading Menswear Brand. The brand was listed in the top 5 most trusted brands in the apparel category for 7 consecutive years. And keeping in sync with the youth, Peter England offers apparel that cater to every fashion occasion of a young professional's life

With a staunch belief in authenticity, Peter England has become one of the most trusted and responsible international brands, providing unmatched value to young Indian men. With a strong foothold in formal and casual menswear segments, Peter England also offers innovative collections in denims, linen, festive wear, Indies kurtas, accessories, and more.

History about the brand Peter England:

- 1885 – Started in Londonderry, Ireland, became a leading military dress supplier to the British Army.
- 1997- Brand came to India through Madura Garments.
- 2000- Madura Garments acquired by Indian Rayon, Aditya Birla Nuvo Group.

MARKETING STRATEGY OF PETER ENGLAND

The hallmark of honesty started off with shirts and now comprises the entire men's wardrobe containing the full range of garments. It is popular for lifestyle brands. The largest selling shirt brand in the country. Launch phase communication designed to create quick and universal awareness of the brands USP of quality and price. Build strong brand preference. Sustain brand loyalty through attractive imagery and constantly reiterating the Product benefits.

More than a century ago, a modest factory was built in Londonderry, Ireland to make gentlemen's attire under the name Peter England. Peter England forms an integral

part in the young corporate executive's wardrobe, wishing to make a positive impression at his workplace. He experiences Peter England as one of the first brands in office-wear and often has memories that last a long time. The Peter England product portfolio comprises a wide array of shirts, trousers, suits and accessories, offering a complete range from every day to special. Peter England Elements caters to the casual side of this smart Indian male. The merchandise offering spans from Relaxed Office-wear to Weekend Casuals. The portfolio is completed through t-shirts, jackets, denims, cargos, sweaters etc. Thanks to the strong equity the brand enjoyed in the office wear space Peter England was well poised to stretch its offerings into this higher price segment. Peter England Elite was launched in 2007 marking the brand's foray into the quasi premium segment. The future is bigger and better. With entrance into new product categories and consumer segments, a growing distribution network and a retail expansion drive, Peter England is all set to surge to new heights. Peter England also wishes to enter new geographies in other parts of the world and create a consumer experience that is relevant and unique.

PARK AVENUE

The year 1986 saw the dawn of a new idea. Raymond introduced Park Avenue to offer men "Complete Wardrobe Dressing Solutions". The name "PARK AVENUE" was influenced by an elite high street in Manhattan and is one of the most prestigious brands in the Raymond Apparel Ltd. portfolio. Today Park Avenue is among India's leading Men's "Ready Made Garment" brands. It enjoyed the Raymond Heritage and took the values of trust, integrity, quality and excellence. Park Avenue launched a Women's range in 2007 catering to the need in the western formal wear segment. Innovation has been the brand's major strength. Park Avenue also enjoys its presence in Large Format Stores Like Shoppers Stop, Lifestyle and Central Park Avenue always believed in offering high standard customer service & delight. Keeping these values in mind, Park Avenue Exclusive Brand outlets are equipped with a warm & friendly ambience, trained sales staff to help & guide customers and exclusive collection offerings to deliver the best brand experience to the consumer.

History of the Brand Park Avenue

Park Avenue (formerly Fourth Avenue) is a wide boulevard that carries north and southbound traffic in New York City from Manhattan. Through most of its length, it runs parallel to Madison Avenue to the west and Lexington Avenue to the east. The flowers and greenery in the median of Park Avenue are maintained by the Fund for Park Avenue. Begonias are a flower of choice for the Fund's gardeners because there is no automatic watering system and they can cope with hot sun. Park Avenue was originally known as Fourth Avenue and carried the tracks of the New York and Harlem Railroad starting in the 1830s. The railroad originally built an open cut through Murray Hill, which was covered with grates and grass between 34th and 40th Street in the early 1850s. A section of this "park" was renamed Park Avenue in 1860. In 1867, the name applied all the way to 42nd Street. When Grand Central Depot was opened in the 1870s, the railroad tracks between 56th and 96th Streets were sunk out of sight, and, in 1888, Park Avenue was extended to the Harlem River.

Marketing Strategies of Park Avenue

Marketing Strategy of Park Avenue analyses the brand with the marketing mix framework which covers the 4Ps (Product, Price, Place, Promotion). There are several marketing strategies like product innovation, pricing approach, promotion planning etc. These business strategies, based on Park Avenue marketing mix, help the brand succeed. Park Avenue marketing strategy helps the brand/company to position itself competitively in the market and achieve its business goals & objectives.

LOUIS PHILIPPE

Madura Garments was the first to launch an International menswear brand label in South Asia when it launched Louis Philippe in 1989. Louis Philippe has the distinction of being the first to introduce in India, a super-premium segment in the readymade shirt industry. Louis Philippe's range of superbly crafted garments makes an exclusive fashion statement that is accepted as the Ultimate Status Symbol, recognized by the unique identifier, "**The Upper Crest**".

www.louisphilippe.com an initiative of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle is India's largest and fastest growing branded apparel companies and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian customers to buy the most prestigious global fashion wear and accessories within the country.

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ARROW

It is an Authentic American style. In 1820, Hannah Montague created the first detachable shirt collar in her home. In 1851, Ebenezer Brown recognized the possibilities in the detachable collar industry and began manufacturing collars. This modest beginning would eventually lead to the introduction of the arrow brand in 1885 as a pioneer in men's fashion. From that point forward, the history of arrow and its products closely followed the shifts and trends in American culture. As times changed, arrow adapted accordingly, offering the product, fabric and fit that its customers demanded.

Arrow was available as a redesigned product, appealing to the renewed conservatism of the young, urban professional in the 1970's and 1980's. This unique ability to cater to the needs of its customers while offering "authentic American style" has been the foundation of the arrow brand's continued success.

Today's Arrow Collar Man is a modern symbol of masculine American style. We are committed to providing worldwide quality arrow apparel products that embody the heritage of the brand and deliver superior quality to customers. One hundred and

sixty-two years ago, the detachable collar was the innovation that changed an industry. Today, the arrow brand represents another novel idea to modern men: choose value but never sacrifice style. We are proud that customers continue to value our heritage, quality and innovation, as arrow was ranked as the 3 best-selling branded men's woven sport shirt in U.S. department and chain stores in 2012.

PARX

Raymond Group is an Indian branded fabric and fashion retailer, incorporated in 1925. It produces suiting fabric, with a capacity of producing 31 million metres of wool and wool-blended fabrics.

The group owns apparel brands like Raymond, Raymond Premium Apparel, Park Avenue, Park Avenue Woman ColorPlus & Parx. All the brands are retailed through 'The Raymond Shop' (TRS), with a network of over 700 retail shops spread across India and overseas, in over 200 cities.

In addition, the group also has business interests in readymade garments, designer wear, cosmetics & toiletries, engineering files and tools, prophylactics and air charter operations.

JOHN PLAYER

Diversified conglomerate ITC has sold its John Players apparel brand and related trademarks and intellectual property to Reliance Retail. An ITC spokesperson said that as part of the strategic review of the lifestyle retailing business, a restructuring plan is underway. In line with this ongoing restructuring, ITC had sold the brand 'John Players' and related trade-marks and intellectual property, and the goodwill related to it, to Reliance Retail Limited. ITC declined to disclose the deal size.

History about the brand

Launched about 2002, the apparel brand started with men's shirts and was later extended to jeans, tees and trousers. ITC's lifestyle business covered the mass John Players brand and the premium WLS brand Wills Lifestyle. It recently repositioned the WLS brand.

The new John Players line will complement the premium Wills range introduced by ITC in its apparel retailing foray, and build up a dominant position in the mid-price segment. The tagline for John Players is 'When you are sure it shows,' created by advertising agency FCB Ulka. The John Players range offers a complete array of contemporary menswear - shirts, trousers, T-shirts and denims, and is priced in the Rs.400-1,000 bracket. The new offering is positioned against Peter England, Indigo Nation and Excalibur ranges, three of the largest brands in the category. AV Birla group's Peter England is the largest selling mid-priced apparel brand in India.

RAYMOND

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In 2019, Raymonds announced its venture into real estate business under Raymond Realty. The new venture is poised to start with an investment of Rs 250 crore (approx \$36 million) in developing mid-income and premium housing units on 20 acres of land in the growing suburb of Thane. Raymond Group holds over 125 acres of land in this region.

Raymond was incorporated in 1925 and is a leading Indian textile major. The company is part of global conglomerate Raymond Group.

Raymond was the first in 1959 to introduce a poly wool blend in India to create the world's finest suiting fabric, the Super 240s made from the superfine 11.6 micron wool.

It produces wool-blended and premium polyester viscose worsted suiting. Besides, Textile Company has also diversified in engineering and aviation.

Raymond's textile plant is located in Thane, Vapi and Chhindwara. These plants have received various certifications such as ISO 9001 for quality management systems and ISO 14001 Environment Control Systems.

History about the Brand

Textile– Under this it manufactures worsted fabrics, wool and wool blended fabrics. It has production capacity of 33 million metres per annum and has a product range of nearly 20000 design and colours. The company exports to over 55 countries that include the USA, Canada, Europe, Japan and the Middle East. It retails the products through 30,000 stores in over 400 towns across India.

Engineering– It has three engineering divisions namely JK Files & Tools, JK Talabot and Ring Plus Aqua. It manufactures steel files, tools, Starter Ring Gears, Flexplate Flywheel Assembly, Profile Sheet Formed Metal Pulleys and Integral Shaft Water Pump Bearings. The export performance has been recognized continually year on year by the Engineering Export Promotion Council of India and the Engineering Files Panel of India. Raymond was honoured with 'All India Export Award' for being the Star Performer of 2006 in the hand tools Category from Engineering Export Promotion Council (EEPC) of India. It was awarded the 'Outstanding Exporter Award' in the engineering category at DHL & CNBC TV18 International Trade Awards 2006–07.

BLACK BERRY

BlackBerrys is an Indian formal wear brand owned by Mohan Clothing Co. Pvt Ltd. It was established in 1991 and mainly caters to men. As of August 2011, the BlackBerrys brand "has 21 franchise stores, 94 company-owned showrooms and is present in over 900 multi-brand outlets" Premium menswear brand BlackBerrys owned by Mohan Clothing Co Pvt Ltd is rebranding itself. The company has created three different brand identities that include the parent brand BlackBerrys, "Urban" BlackBerrys and BlackBerrys "Casual".

While the mother brand, BlackBerry's will cater to formal wear, Casuale as the name suggests will be the casual wear brand of the company. Urban, on the other hand, will be a hipster brand with focus on denims and high-street fashion (clothes which are not occasion specific) for those aged between 18 and 30. Apart from brand outlets being rebranded as 'The House of BlackBerry's which will stock all the three entities, Urban will have a separate retail presence through multi-brand outlets, standalone stores and in large format retails. Similar plans are being worked out for Casuale too. According to Mallika Misra, Senior Manager – Urban, Product Merchandising, the standalone retail presence was planned after the brand (Urban) started getting good traction.

Moreover, there remained vacant space in the high-street fashion brand space in India apart from foreign majors such as Zara, Jack and Jones, Scotch and Soda, and to a certain extent, United Colours of Benetton.

“There was a space for a high-street brand. And with the traction that Urban was getting, we thought of extending it into a separate retail entity targeting the late millennials,” she told Business line on the sidelines of its store launch here.

CLASSIC POLO

Royal Classic Groups (RCG) is an Indian textile firm based in Tirupur, Tamil Nadu. It was founded by R.Gopalakrishnan in 1991; he continues to serve as the Founder Chairman of the company. Classic Polo and CP BRO are flagship brands under Royal Classic Groups. Sivaram T.R is the Managing Director of Classic Polo and CP BRO.

RCG is a prominent player among Indian textile manufacturing units and has been styling Indian men apparel for over 28 years. The company offers complete men's wardrobe solutions and produces garments such as Polo t-shirts, shirts, sweatshirts, denim, trousers, innerwear, and other related products. We are approaching Indian men by following contemporary fashion across the globe.

RCG is the prominent Indian textile manufacturing unit and has been crafting Indian men apparel for over 28 years. We display complete craftsmanship with our dyeing, weaving and finishing touch at our state-of-the-art infrastructure in Tirupur. Excellent quality with premium comfort is our priority.

Classic Polo (CP) is the finest Indian Polo Shirt brand launched in 2001. Committed to professional Indian men. A 'Made in India' brand with International style crafted exclusively for men. CP BRO is our younger brand designed for young men, the trendsetters of our society.

Internationally RCG is fabricating for high-end trademarks and natively it is popular for Classic Polo and CP Bro brands.

The manufacturing unit is producing the finest fibre which ensures superior quality. We are growing rapidly with our brand recognition in the Indian market and the audience's response to our products is encouraging us to work hard. Young men are appreciating the flawless fabric, effortless style with the latest designs at a reasonable price.

Classic Polo offers its services to companies, colleges, events or for other occasions for corporate or bulk orders. The products range from formal wear to sportswear. Customers have the choice to personalise their product with a company logo or specific designs/quotes. They can also flip through seasonal collections online or they can share their design with brand owners.

Classic Polo, One of the India's finest indigenously manufactured T-shirt brand was launched in 2001, Feb 14th by Royal Classic Groups. The flagship brand of Royal Classic Groups, Royal Classic Group was Incorporated in 1991, it has all the value chains from fibre to fashions. Being a pioneer in the textile industry, since 60's having complete in-house infrastructure supported by 3000+ employees working towards a single goal of achieving quality standards. Classic Polo has over the years metamorphosed into a dynamic and responsive brand in men's category. Today, it has the privilege of being one of the few power brands for young professionals that fuses international trends with innovative fashion, reasonably priced.

Classic Polo started primarily manufacturing T-shirts and slowly moved into designing and manufacturing complete wardrobe solutions for men. Classic Polo is today the largest selling T-shirt brand in the country with the widest distribution network supporting the sales and marketing of all its branded merchandise. Our core team is composed of the promoters, connoisseur in the garment field who have brought their

extensive knowledge to sculpt the brand for what it stands today. Speed with quality is the success secret of Classic Polo, all it takes is just 120 hours from the time of conceptualization to take shape into finished garment, which is secure credit to the brand to be entitled to stay ahead in the fashion industry. Innovation is a custom and inspiration is constantly derived from our own export division catering to haute international leading brands of Europe and US Classic Polo range today, comprises of T-shirts, Shirts, Trousers, jackets, sweaters, cargo's, denim, sportswear, lounge wear thus making the brand a complete men's wardrobe solution. Looking into the dynamics of current day's hyper exposed consumer preference, Classic Polo launches 3-4 new designs every day to fulfil the fashion appetite of the market. Classic Polo covers the length and breadth of the country with 55 Exclusive Stores, 4500 Multi Brand Outlets, 65 Large Format Stores such as Shoppers Stop, Centrals, Globus, Pantaloon, Reliance Trends etc., in addition to 13 shop 'n' shop arrangements. The brand has a massive 1 lakh sq.ft warehouse, 7 hubs across the country to cater to the market needs. This is a unique strength of the brand which not many can boast about.

VAN HEUSEN

Van Heusen was introduced in 1990, a brand targeted at Corporate Executives. Very soon, it became the preferred corporate wear, redefining corporate attire through constant product innovations and collections

www.vanheusenindia.com an initiative of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle is India's largest and fastest growing branded apparel companies and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian customers to buy the most prestigious global fashion wear and accessories within the country.

The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women. Madura Fashion & Lifestyle is defined by its brands — **Louis Philippe, Van Heusen, Allen Solly, Peter England** — that personify style, attitude, luxury and comfort.

It also includes India's first fast-fashion youth brand, People; India's largest fully integrated fashion multi-brand outlet chain, Planet Fashion; India's largest premium international brand retailer, The Collective and the British fashion icon, Hackett London's mono-brand retail in India.

At Van Heusen, we believe that clothes make the man. We are the number-one selling business shirt brand in department stores across Australia and Van Heusen has been associated with stylish, high quality shirts since the introduction of the revolutionary patented soft-folding collar in 1919.

Since then Van Heusen has suited up. Today the Van Heusen range has grown to include suits, business accessories, casual wear and women's office wear. Van Heusen creates classic and fashion forward ranges using quality fabrics and finishes for sharp styling.

Van Heusen has created a range of innovations in business apparel including:

- Van Heusen Move – a range of suits and shirts that gives unrivalled flexibility and freedom of movement.
- Van Heusen Evercool – Designed for the Australian climate, a suit and shirt that keeps you cool under pressure.
- Van Heusen Performa – a crush resistant/stain resistant/ 100% breathable suit, achieved with a combination of cutting-edge Nano-Technology and high-twist yarn.
- BustFit® Technology – a women's tailored shirt customised by cup size to prevent gaping at the bust (unlike traditional button shirts)

We are proud to offer the largest range of collar and sleeve length combinations in the Australasian market.

History about the Brand

The Van Heusen story began in 1881 in Pottsville, Pennsylvania. Moses Phillips & son Isaac began selling shirts which were hand-sewn by Moses' wife Endel and their daughters, to the local coal miners. Quickly successful, Moses expanded the operation to New York City.

Almost 30 years on, in 1919, Dutch immigrant John Manning van Heusen was granted a patent for a new process he created that fused cloth on a curve, creating a comfortable soft-folding collar that retained the stiff-collar look of the era.

In New York, Van Heusen met with Isaac Phillips, who bought the U.S. patent for van Heusen's revolutionary soft-folding collar, and the Phillips-Van Heusen (PVH) alliance was born. From the 1930s, Van Heusen shirts were imported to Australia from England in small quantities, and a manufacturing plant was established in Melbourne in the mid 1960s to meet the growing demand for the brand in Australia.

In 1976, Gazal Corporation Limited (Gazal) acquired the licence from PVH Corporation (PVH) to manufacture and manage the Van Heusen brand in Australia. In 2014, following a long and successful relationship, the PVH Brands Australia Pty Ltd joint venture was formed between Gazal and PVH. The partnership leverages PVH's global strength in the apparel industry, and Gazal's expertise in the Australasian region.

The Van Heusen brand is not only fashionable, but operates ethically too. Linked to the international human rights movement, all factories manufacturing any of our products must comply with a strict code of audited conditions. These encompass amongst other issues, minimum wages, hours of work, freedom of association, non-discrimination, no forced or child labour, health and safety standards plus environmental conditions. So you look good and feel good too.

INDIAN TERRAIN

Indian Terrain Fashions Ltd. was founded by Mr. Venky Rajgopal with the aim of providing men in India with premium smart-casual clothing. The brand caters to the needs of the cosmopolitan, mature and upwardly-mobile man. The range of garments offered includes shirts, trousers, t-shirts, shorts, sweaters, jackets, and denims.

At Indian Terrain, we love spending every day in making clothes of elegant style and remarkable comfort to make you feel good. Launched in 2000, Indian Terrain de-merged from Celebrity Fashions Limited, the parent company, in 2010.

To meet the increasing demand for smart-casual clothing for boys, the company introduced a brand called "Indian Terrain BOY" in September 2015. The collection has

been designed for boys between the ages of 4 and 16 years and consists of garments that carry interesting prints and patterns, with a few pieces inspired by Indian Terrain's menswear line. The categories offered include Shirts, T-Shirts, Trousers, Shorts, Winter-wear and Denims.

Indian Terrain today retails across the country through 1000+ Multi Brand Outlets (MBOs), 400+ doors of Large Format Stores (such as Lifestyle, Shoppers Stop, and Central), 150+ Exclusive Brand Outlets (EBOs), and key e-commerce platforms as well.

Indian Terrain Fashions Ltd. (INDTERRAIN) - Company History

Indian Terrain Fashions Ltd is amongst the leading retailers in India. The company is engaged in selling garments in the local market by setting up exclusive brand retail outlets across India and carrying on business as retailers, importers, dealers in all kinds of suiting, shirting, cotton and man-made synthesis knitted fabrics, apparel, home textiles and fashion accessories. The company's products are sold through various channels through their own stores and retailed through National Store Chains (NSC)/ Multi Brand Outlets (MBO). Currently, the brand offers a product range consisting of shirts, trousers, knits, jackets and sweaters. Indian Terrain's clothing and lifestyle products sport a lively attitude to match its likeminded customers. Indian Terrain Fashions Ltd was incorporated on September 29, 2009 as a subsidiary of Celebrity Fashions Ltd. In September 2010, as per the scheme of arrangement, the Indian Terrain division of Celebrity Fashions Ltd was transferred to the company on a going concern basis with effect from April 1, 2010.

BASICS

Started by brothers Hanif and Suhail Sattar, Basics Life opened its first store in 1992. Fifty of its 100-odd stores have come up in the last three years.

Chennai-based men's apparel retailer Basics Life is stitching plans to expand its presence to the north with outlets in Delhi and NCR early next year. It is aiming for a pan-India presence in a couple of years.

Next month its 100th exclusive brand outlet will open in Chennai. By January, it plans to roll out outlets in Delhi and NCR, followed by Gujarat, Madhya Pradesh and Bihar.

Currently, the brand operates 99 exclusive stores in the South and Maharashtra, with Tamil Nadu alone having 49 stores. It is also present in all major departmental stores in the South.

Basics Life has three sub-brands in its portfolio – Basics 029, casual wear targeted at age group 20-40, Genesis formal wear, and ProBase for the younger customers (14-21). It also has a line of accessories such as socks, belts, bags and sunglasses.

SERO

Sero, being the trusted and popular fashion brand for men, since 1971, has evolved with the time, complementing the philosophy of Self Made. Over the years, Sero has set a benchmark in the fashion fraternity by presenting fine quality shirts, trousers and denim. With a comprehensive range of the finest brands and latest collections, Sero reflects the Self Made attitude of contemporary men.

The contemporary men are Self Made. Whatever they do, wherever they reach, whether they experiment, fail or succeed; they owe everything to themselves. Rather, following an icon, they follow themselves and create their own identity and a league of followers. These men are of different breeds. They are proud of being 'Self Made'. Sero salutes the spirit of Self Made Men with an exclusive line of premium formal shirts, crafted with exquisite fabric, voguish designs and mod patterns.

3.11 CONCLUSION

The customers' taste and preference are changing, so the purchasing behavior is also changed. The Psychological, Social, Cultural and Personal factors determine the customer's preference and satisfaction towards branded raiment. It will also help to develop the marketing strategies by introducing new promotional activities. Nowadays branding plays a major role in customers buying behavior.