

## WHO'S NEXT, PARIS, FRANCE

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### ABOUT THE EVENT

Twenty years after its creation, today WHO'S NEXT is the leading international fashion trade show for womenswear in Europe. In January and September, the event welcomes 50,000 visitors through its doors at the Porte de Versailles Exhibition Centre in Paris, with around 800 French and international ready-to-wear brands for them to discover.

Who's Next takes place alongside PREMIERE CLASSE, the leading accessory trade show. Every season, Who's Next commissions talented artists to create the visuals of the communication campaign to share its inspirations.

The Who's Next trade show brings together French and International ready-to-wear collections across 5 different areas: FAME, PRIVATE, TRENDY, URBAN, STUDIO.

**FAME 200 brands:** A must-see for over 10 years for ready-to-wear brands and designers. FAME features a selection of young talent as well as more couture designers, under the label ATELIER.

**PRIVATE – 200 brands:** A selection of creative, internationally renowned womenswear brands with strong commercial potential.

**TRENDY – 75 brands:** Current and affordable on trend womenswear brands.

**URBAN – 75 brands:** A mix of menswear and womenswear brands showcasing denim and streetwear.

**STUDIO – 200 brands:** The must-have women's ready-to-wear arranged by brand category.

### BUYER ATTENDANCE

The January edition of Who's Next and Premiere Classe+ trade shows welcomed a total of 48,684 visitors an 18% increase on the previous shows in September 2015. Despite a small decline in the number of visitors compared to January 2015, the event had a large group of professionals in the fashion sector as ever to create the ideal environment for trade and business.

Visits by VIP buyers (+4% from last January) came in the form of returning guests, those who had attended previous editions of the trade shows, as well as the arrival of new high-end labels like the Ukrainian store Villa Gross, the renowned Korean concept store Rare Market, and KaDeWe, the major department store from Berlin.

Large Japanese groups sent representatives from leading select-shops and department stores, for example, Tomorrowland, Baycrews, Estnation, HP France, Isetan Mistukoshi, Takashimaya and Hankyu department store, as well as the fashion divisions from Sogo Seibu. Concept stores such as American Rag, Ron Herman, Barney's Japan and the high-end brand 1LDK were spotted in the trade shows' aisles.

Similarly all the big influencers in Korean distribution were present: for example, Lotte department stores, Handsome for Space Mue and Tom Greyhound, and Shinsegae for Boon the Shop.

The rest of Asia held its own with visits from leaders in HongKongese distribution, for example Kapok, Harvey Nichols, On Pedder and Joyce, and on a wider scale, store chains like Artifacts from Taipei and various malls like Melium group (Malaysia), Tang (Singapore) and The Mall (Thailand).

### ECONOMIC REPORT

As per monthly economic report from Embassy of India, Paris, in 2015, India France bilateral trade stood at € 8.54 billion (+7.91%) as compared to the previous year. India's exports to France increased by 2.96% during this period with a rise in exports of all top product categories (except minerals fuels & oils (-14.7%); articles of apparel & clothing accessories (+3.7%); machinery and mechanical appliances (16.23%); organic chemicals (3.23%); electrical machinery & equipment (6.3%); footwear (10.64%); footwear (11.63%); vehicles and accessories (25.88%); leather goods (6.76%); and gems & jewellery (28.23%).

## Fair Report

Among top 10 products of French imports from India, articles of apparel and clothing accessories not knitted or crocheted ranks 2nd with an import value of about 555 Million US\$ ( Jan – Dec 2015). With a growth of 6.56% over the corresponding period of Jan-Dec 2014, these products have a share of 9.31% in over all French import of Indian goods. India ranks 6th in supply of these products to French market competing with top 5 countries namely China, Italy, Bangladesh, Morocco & Tunisia. There has been a strong growth in apparel and clothing accessories and better quality of Indian products will ensure better exports.

### COUNCIL'S PARTICIPATION IN THE EVENT

As per the Directorate General of Commercial Intelligence & Statistics (DGCI&S) under the Department of Commerce, export of handloom products was Rs.2246 crore (US\$ 369 million) in 2014-15, an increase of about 0.6% over the Rs.2233 crore (US\$ 367 million) achieved in 2013-14. During the current year, the achievement till November 2015 (for which data has been made available by DGCI&S) is Rs.1567.83 crore (US\$ 243.14million), an increase of about 4.4% in US\$ terms (10% in rupee terms) over Rs. 1423.98 crore (US\$ 232.89 million) achieved during April-November 2014.

In the past five years, export of Clothing accessories product under HS Code chapter 62 for Indian handloom products have shown a significant growth of about 100 times from a mere Rs.0.86 crore during 2009-10 to Rs.82 crore during 2014-15. For the current year 2015-16, export of Clothing accessories grew by over 100% to Rs.132.51 crore (US\$ 20.6 million) during April-November 2015 from Rs.64.79 crore (\$10.6 million) during April- November 2014.

Considering the growing market potential, Council has been organizing participation of member exporters in Whos Next a bi annual event being held in Paris and members are enthusiastically participating in this event which is much rewarding in terms of spot orders and

business enquiries. Who's Next – Première Classe, a ready-to-wear and accessories trade fair took place at Porte de Versailles from 22-25 January 2016. The fashion accessories section 'FROM' was dedicated exclusively for Indian exhibitors. There were about 60 Indian exhibitors in the 'FROM' section and about 20 in the Première Classe and Ready to wear sections. Council participated in Whos Next Fair held at Paris during 22-25 January 2016 organised by WSN Developement. Council took a space of 273 sq.mtrs (including Council's booth) and organised participation of 25 members availing financial assistance under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. As per the approval, 12 participants were provided with the grant and the remaining participated without the grant. The participants displayed Clothing and fashion accessories such as stoles, scarves, shawls and bags. Council had a Central promotion stall in the event, wherein, a Video display of handloom processes and India Handloom Brand were organised. Posters depicting features of India Handloom Brand were placed in the booth. Council also printed and distributed participants' brochures highlighting India Handloom brand.

Our participants had 707 trade visitors in total and booked spot order Rs.5.58 crore and enquiries Rs.6.33 crore.





Discussion with Shri.Manish Prabhat, Chef de Mission adjoint and Shri.Rakesh K.Sharma, First Secretary (Multilateral Economic Relations & Protocol) at Embassy of India in Paris.

## CONCLUSION

Stoles, Scarves and Shawls with its narrow width, physical attributes and market demand for color, design, count, material and texture variants in small quantities is ideally suitable for economic production in handloom sector. Further, the products in most of the handloom centres are made in fine counts and textures catering to domestic clothing sector of traditional type, hence, there is an ample scope for its adaptation and diversification meeting the contemporary market requirement of western market. Appropriate design and product interventions at these handloom centres are the need of the hour to enhance the export potential of these items.

Further, providing more market exposure by way of participation in similar International trade events being held in other region will facilitate market penetration for these products in those regions. As overseas market always offer a better UVR for these products, it will ultimately enhance the wage earning capacity of the handloom weaver and also ensure continuous and attractive employment.

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Shri. Subhasis Bandyopadhyay Attache (E&C) and Shri. M.Venugopal Menon, Attache (Trade) from Indian Embassy, France visited the Fair and met all exhibitors. Mr. Naresh Penumaka, Ex-Officio Secretary to A.P. Govt and Commissioner (Handlooms & Textiles), Govt. of Andhra Pradesh visited the event at the invitation of the Council to explore the possibility of participation in the event by handloom clusters of Andhra Pradesh with suitable product diversification.

