



DENIM CLUB INDIA

Latest Denim News & Updates from Across the Globe

Your Window To The World Of Denim

05 March 2015

www.denimclubindia.org

**THE WANTED - DENIM COLLECTION
LAUNCHED BY COTTON ON**

**KG FABRIKS IN DEAL TO
BUY SOLAR POWER**

**G-STAR RAW EXPANDS AND
STRENGTHENS POSITION IN
SAUDI MARKET**

**NUDIE PRE-LAUNCHES THE
DRY RAINBOW JEAN**

**MAVI TO LAUNCH NEW
DENIM COLLECTION**

**STUDENTS CUSTOMISE
DENIM JACKETS FOR
HOSPICE FASHION SHOW**

**GSTAR RAW WOOS
FEMALE AUDIENCE WITH
LATEST CAMPAIGN**

**ROY ROGER'S 2015
SPRING SUMMER CAMPAIGN**

**NEXT EDITION OF AMSTERDAM
DENIM DAYS IN APRIL**

Featured

From The Denim Directory
GK Biochemical Corporation, India

Denim Industry Who's Who
Mr. B. K. Mohanty, MACPI Group, India

Mr. Jagadeesh H., Amith Garment Services, India

**Denim and Supply
Ralph Lauren
Spring Summer 15
Campaign**



Save **20%**
on *Joining Fee*

Join Now!



DENIM BUSINESS NETWORK

The Ultimate Destination For All Denim Professionals

BENEFITS TO MEMBERS

Access to Information and Directories

- Complete access to the Denim Resource Center & Denim Club Member Directory

Exclusive Privileges

- Special invites for events and activities organized by Denim Club

Special Discounts On

- Advertising on Denim Club Portal and Denim Business Directory
- Purchase of Denim Business Directory & Denim Merchandise
- Participation Fee in InDIGO and other events / activities



MEMBERSHIP FEE



For Individual

For First Time Registration INR 5000 (USD 100) + 12.36% service tax inclusive of subscription charges for the first year.

For Corporates/Institutes/Organizations

INR 20000 (USD 400) + 12.36% Service Tax for one year with 5 user licences.

**Join the World's only DENIM BUSINESS NETWORK
and Connect with PEERS, CUSTOMERS and VENDORS**

Register online to join Denim Business Network

For all your queries call on +91 931 005 3424 | Mon to Sat | 1000 to 1800 Hrs

for complete details, visit www.denimclubindia.org



Valid Upto
10 March
2015

Apparel - Campaign



Image Source: Style.com

Denim and Supply Ralph Lauren SPRING SUMMER 15 CAMPAIGN

These days, everyone's career includes a few slashes-writer-slash-director, model-slash-actress, etc.-and Denim & Supply Ralph Lauren is embracing such polymaths with its Project Warehouse ad campaigns.

While the Fall '14 campaign starred Avicii, for Spring the brand has selected singer/songwriters Michael and Carissa Alvarado from Us The Duo; author, poet, and photographer Tyler Knott Gregson; as well as poet, activist, and educator Chinaka Hodge.

They pose in Denim & Supply jeans and work boots. Beginning this week, each creative will post a short story online about his or her personal connection to the brand and its vintage-inspired aesthetic.

Once the stories are live, fans will then be encouraged to share their original pictures on Instagram that visually interpret each story with #ProjectWarehouse. All participants who are 18 and older will be entered for a chance to win



Image Source: Style.com

\$1,000 in Denim & Supply Ralph Lauren gear, as well as a trip for two to NYC for a brand photo shoot.

Source : Style.com

Apparel - Collection

The Wanted - Denim collection launched by Cotton On

Australian giant Cotton On has launched a new denim collection 'The Wanted' - fronted by a slew of creative ambassadors.

Featuring core essentials, the line will offer six styles for men and women priced from \$29.95.

Launching online and in all stores, the collection has been released across 17 countries.

Cotton On general manager Felicity McGahan said denim has been part of the brand's fabric since its inception.

"Our first denim was sold by Cotton On founder Nigel Austin from a car boot at a local market so we've really come full circle with the launch of The Wanted.

"The Wanted collection is trend driven and delivers the most wanted denim at the best value while also focusing on the Cotton On mandates – quality, fit and comfort."

The campaign is fronted by six ambassadors from a variety of creative industries that represent the Cotton On brand.

The Wanted lineup includes New York based photographer Chuck Grant, Australian musician Tim Wheatley, slam poet Abe Nouk, artist Rose Ashton, dancer Jasmine Evans and Cotton On Foundation GM Tim Diamond.

"Denim is about lifestyle as much as it is about fashion and while the talent for The Wanted come from distinctly different industries, they all have



fascinating stories to share and are connected through their love for denim," McGahan said.

The Wanted features six key styles for women; The Jegging, The Boyfriend Jean, The Skinny Mid Rise Jean, The Skinny High Rise 7/8 Jean, The Deluxe Sporty Jean and The Super Stretch Skinny Jean.

The men's collection is also made up of six styles; The Tapered Carrot Jean, The Slim Straight Jean, The Skinny Straight Jean, The Super Skinny Jean, The Slim Denim Jogger and The Skinny Spray On

Source: Ragtrader.com.au

KG Fabriks in deal to buy solar power



KG Fabriks, manufacturers of denim and industrial fabrics, has inked a long-term power purchase agreement with Sunshine Solpower Generation Limited (Solfreedom).

Mumbai-based Solfreedom has developed and

installed a roof-top solar power plant atop the fabric manufacturing unit, at Perundurai in Erode district.

Prabhakaran, Collector of Erode District inaugurated the 1.05 MW solar power plant at KG Fabriks recently. The plant, with a production capacity of 15 lakh units of power annually, is expected to meet 20 per cent of the power

Apparel - Retail

requirement of KG Fabriks.

According to Srihari Balakrishnan, Managing Director, KG Fabriks, the company consumes about 9 lakh units of electricity every month. The

installation of the solar plant would help the company minimise the day-time peak load, act as insulation on the roof and help improve the ambient temperature within.

Source : Thehindubusinessline.com

G-Star Raw Expands and Strengthens Position in Saudi Market

Abu Eisa Holding, agent of G-Star Raw in the Kingdom of Saudi Arabia, the leading Dutch fashion company that specializes in "Denim" Jeans has announced its expansion and consolidation of position in the Saudi market, through opening a new showroom in Roshana Mall – Jeddah Tahlia Street.

The new showroom will be the brand's third showroom in the Kingdom following "Red Sea Mall showroom" in Jeddah and "Al-Nakheel Mall Showroom in Riyadh". The opening comes in line with the company's expansion plan targeting the presence at major commercial centers in the Kingdom's main cities.

The opening ceremony was attended by a large group of G-Star Raw young fans and media representatives was presented by Hassan Dennaoui the Saudi Broadcasting Star "Big Haas", where the audiences interacted with the ceremony's activities, enjoying a matchup to answer questions raised by Hassan to win prizes provided by the company on the opening occasion.

The 150 square meters area showroom has been designed with natural raw materials to match the philosophy of G-Star Raw fashions, being made of the natural Denim materials. The company has a wide range of Denim products bearing its logo; men and women wear as well as shoes and accessories.

Commenting on the showroom opening, Mr. Fawaz Idrissi, the Executive Director of Abu Issa Holding said: "We have the pleasure to open our newest showroom in Saudi Arabia. This showroom, which locates in "Roshana Mall", Tahlia Street – Jeddah, features a completely new look that gives customers a featured international experience, commensurate with the globally featured G-Star Raw and offers them the finest styles and designs.



Source : Eyeofriyadh.com

Idrissi further added: "Since foundation the Global G-Star Raw brand has been uniquely chosen for its luxurious Denims. The brand has succeeded in presenting this fabric as a refined and genuine product in the world of fashion. No wonder that it earned and well deserved to become the first brand in the world of Denim and a synonym of quality down to the tiniest detail.

He concluded "The popularity of G-Star RAW, the shining star in the world of jeans is no longer limited to the wide spread among fans of different age groups, but found their way to many movie, singing and sports stars' wardrobes. The company's design specialist Mr. Pierre Morisset is keen to turn creative ideas into innovative ways, presenting Denim fabrics with eye catching designs in fashion show platforms."

The company was also the first and leading in revolutionizing fashion designs through the "Three Dimensional Denim", a new concept approved by G-Star RAW as an advanced technique in the fashion designs that takes the shape and structure of the body. The technique covers all details of a piece of fabric to create more comfort and even greater harmony on the finished product it. This is in addition to the focus on craftsmanship, quality and continuous innovation in designs and limited editions that are selectively in demand around the world.

Source : Eyeofriyadh.com

Apparel - Collection

Nudie Pre-launches the Dry Rainbow jean

Gothenburg-based Swedish denim brand Nudie has launched a new pair of jeans called Grim Tim Dry Rainbow, which will be sold firstly in a run of 200 units at Manchester-based men's retailer Oi Polloi.

Dry Rainbow has been completely produced with organic, 14oz., ring spun Japanese selvedge denim, and individually numbered. Each jean features a back pocket embroidery with the spectrum of the rainbow, and the selvage stripe on the inside seam also has the same colors.

The fabric being used for the jeans is woven on old shuttle looms and made with the crunch weaving technique; a slow dying process provides the indigo its dark shade. The product is presented in a special box made from recycled fibres and bound with a vegetable tanned leather strap.

Oi Polloi will exclusively distribute the Dry Rainbow at a retail price of £185 (ca. €255) for the first seven days before it will also become



available at Nudie Jeans concept stores and online.

Source: Sportswearnet.com

Mavi To Launch New Denim Collection



Mavi, the denim brand, founded in Turkey will be launching Popstar in fall, an addition to the Mavi Gold collection made from a stretch fabric with memory.

Mavi teamed up with Turkish denim fabric producer Isko to create the line. According to the company Popstar capitalizes on Isko's trademark Pop stretch technology with comfortable construction.

Ardie Ulukaya, senior vice president at Mavi, said

the company has been partnering with Isko for more than a decade. "We're using their fabric at premium price points," he said.

"The result is a fit that molds to a woman's figure and enhances her curves." Mavi Popstar prices will range from \$115 to \$148.

In addition to Popstar, Mavi will launch on April 15 in the U.S. a new sportswear collection for men and women. The company already offers its sportswear in Europe and decided it was time to bring it to America.

The casual line will feature knitwear, dresses, jackets and outerwear with prices ranging from \$78 to \$198.

Source : Wwd.com

Apparel - Design



Students Customise DENIM JACKETS for HOSPICE FASHION SHOW

Image Source: Yorkpress.co.uk

A collection of customised denim jackets made by fashion students at York College will be a highlight at the St Leonard's Hospice charity shop fashion show this year.

The Hospice shops provided denim jackets from their donated stock for the students to use as a basis for their own creations. As well as designing and remodelling the jackets, the fashion students will exhibit them on the catwalk at the Gateway Centre in Front Street, Acomb on 15th April.

Besides designing and remodelling them, the students will be showing them on the catwalk at the show, which will take place on Wednesday, April 15 at the Gateway Centre in Front Street, Acomb.

The winning jacket design was customised by student Stephanie Nelson (formerly of Huntington School), who spent many hours crocheting her floral design. Runner-up was Georgia Boddison (formerly of Canon Lee Specialist Arts College).

Helen Ventress, Head of Division for Art & Design at York College says, 'Our Extended Diploma Fashion and Clothing students have been so creative with this project. Whilst

developing their skills they have produced a wide range of customised denim jackets for the Spring/Summer 2015 season trends. They have enjoyed working for a real client and meeting current contemporary fashion design issues. We are delighted this fashion project will benefit our local Hospice and we thank St Leonard's for giving our students the opportunity to be a part of their annual fashion show.'

Helen Moreton, Retail Manager at St Leonard's Hospice said: 'It's great to be able to show some wonderful original creations by the York College fashion students alongside some of the great clothes on sale in our shops! Come along to see: you could snap up a unique bargain and help raise funds for the work of the Hospice as you do so.'

The show brings together a wide range of fashions, from smart to casual, as well as accessories like hats and handbags, from the eight Hospice clothes shops. All the items in the show have been donated, and will be for sale at excellent prices. Alongside the students, volunteers who work in the shops will join a number of customers as models.

Source : Yorkcollege.ac.uk

Apparel - Campaign

Gstar Raw is preparing to launch a marketing push to engage female consumers with the brand, an audience which largely has “no comprehension” of the denim retailer’s products.

The new campaign, features images captured by photographer Ellen von Unwerth, which have been shot in black and white to reflect a “raw elegance” will launch simultaneously next month with new pocket designs on GStar Raw women’s jeans.

According to Global brand director Shubhankar Ray the marketing push, which will play out on social media, marks a new direction for the brand.

Ray said “It’s a change from what we’ve historically done. It’s much younger, much more fun. Sexy is such a terrible word but [it is] something a bit lighter and sexier and not so heavy as the campaign we previously shot.”

The aim of the campaign is to close the gender gap at GStar where womenswear sales remain less than a third of the business. Ray hopes to shine “a different perspective” on the brand to entice women who “don’t know GStar’s breadth of fits”.



Image Source: Thedrum.com

Gstar Raw woos female audience with latest campaign



Image Source: Thedrum.com

He added “There’s no comprehension of Gstar’s design handwriting particularly for women. Its quite a masculine, industrial brand and so it doesn’t easily translate to women.”

The new product features a range of fits where the positioning of the pockets have been moved around to change how the shape of a woman’s bottom looks.

Ray is keen to “create a dialogue” with the campaign, which will feature the hashtags #tight or #wide to create a debate about the best shape. “Hopefully this will stimulate a dialogue,” commented Ray. “Eventually you want the designer’s adaptation of the women’s jean to be in that dialogue.”

Over time as the campaign gains momentum Ray said GStar Raw will look to have its various designers reply directly to consumers to advise the best pair of jeans for their body type.

Source : Thedrum.com

Apparel - Campaign

Roy Roger's Spring Summer 2015 Campaign

Roy Roger's, the iconic brand that has made Italian denim history since 1952, has launched its Spring-Summer 2015 campaign, shot in the evocative setting of the Whyte Hotel in Brooklyn, NY.

The campaign features the 22-year old Australian model Bambi Northwood-Blyth (IMG Milan) and the Danish Victor Nylander (Elite Milan), former face of Dior Homme and Versace amongst others.

The campaign, seen through the eye of the photographer Philip Gay (2DM Management) focuses on a concept of new elegance, taking a timeless fabric as denim to a new level of coolness, with an ultra-feminine twist and a relaxed and easy feeling.

The idea of a contemporary denim comes to light through the urban background of the Whyte Hotel that expresses the understated chicness of this collection, composed by high quality raw



Source : Denimology.com

materials and Made in Italy pieces, revealing a grown-up feel.

Source : Denimology.com

Next edition of Amsterdam Denim Days in April



**Amsterdam
Denim Days
2015**

From April 13 to 18 this year, Amsterdam will once again become the world's capital of denim, hosting the Denim Days, an initiative that englobes industry-only trade show Kingpins with open-to-consumers event Blueprint and numerous activities in the city center of the Dutch capital.

Fabric trade show Kingpins will take place in the Gashouder building at the Westergasfabriek on April 15-16, welcoming fashion professionals of the denim industry. A new conference concept called Kingpins 2029, The Transformers, will be

held during Kingpins covering topics like fibers, fabrics and finishing. Participating companies include Invista, Candiani Denim and Jeanologia, among others.

The consumer-open two-day denim festival Blueprint (17-18 April) is going to welcome visitors with inspiring exhibitions, workshops, live music, food and drinks. Denim key players like G-Star, Denham, Scotch & Soda and Kings of Indigo will participate once again. Advance tickets cost 15€ and can be bought via Facebook or the Amsterdam Denim Days website.

Finally, the city center of the Dutch capital will also get indigo dyed, embracing product and collection presentations and happenings. The brands, shops, initiatives and locations participating in the public program will be announced in March.

Source : Sportswearnet.com

From The Denim Directory

Denim Industry Who's Who



Mr. B. K. Mohanty, Country Head
MACPI Group, India

Mr. B. K. Mohanty started his career in 1996 as a Sales Executive with E H Turel & Co. After 4 years he joined PFAFF as Sales Manager for Western & Southern India. In 2002 he switched to Yamato, working as North India Sales Manager.

In 2004 *Mr. Mohanty* joined Macpi Group, Italy as South India Sales Manager. He is currently the Country Head, India as well as heading the South Asia operations – for Sales. He has 18 years experience of sales of automated sewing machines for the garment industry in various capacities.

Some of the major projects successfully undertaken and executed by him include Aditya Birla Nuvo Suits, Bangalore, Gokaldas Exports Jacket Unit, Bangalore, Ranger Apparel Export (Shirts) – Bangalore, Winstone Jeans – Mundra Gujarat besides others.

After completing his graduation *Mr. Mohanty* did MBA in marketing. He has participated in many International exhibitions and seminars related to Apparel Industry, as well as delivered lectures organised by NIFT, trade bodies and other fora.



Mr. Jagadeesh H., Owner
Amith Garment Services, India

Mr. Jagadeesh H was born and completed his schooling in North Karnataka. He did his B. Tech in Textile Technology from Mysore university in 1987 and MBA in Marketing Management from Karnataka University in 1990. He got selected as Production Engineer Trainee by J.K. Industries - a Raymond Group company, through campus

placement.

He also worked as Head Operation - India in SOIMEX International, a Hong Kong based organization, and was handling import and export of denim fabric. After having gained 10 years of experience in apparel and fabric import and export, purchase and sales department he decided to ventured into business. Having realized the importance of quality control he started Amith Garment Services for manufacturing of quality control instruments for fabric and garment segments in 1999.

Growing from strength to strength today the company has over 600 clients in India, UK and USA. Besides manufacturing quality control instruments the company also provides various services including consultation for resolving quality related issues to apparel manufacturers, commissioning of quality control lab for textile industry and training of lab personnel.

Mr. Jagadeesh has been a member of Textile Association (India) for some time and is currently a Management Committee Member of the Karnataka Unit.

From The Denim Directory

Company:

GK Biochemical Corporation

Segment: **Dyes & Chemicals**

GK Biochemical Corporation, based in Surat is engaged in manufacturing, supplying and exporting a wide range of Chemical and Biochemical Products such as textile chemicals, Garment Dry Process Accessories, agro chemicals, etc.

Having in-depth process understanding and use of advanced manufacturing techniques, has helped the company to emerge as a prominent manufacturer of biochemical products for the textile and agriculture industries. Additionally transparent business transactions, ethical dealings and delivery of products within stipulated time-period, the company has helped the company gain a formidable position in the market

The company's range of products includes PP Activator & Neutralizer for Denim Washing, optical brightener, silicone softeners as well as anti back staining agent of various qualities in powder as well as liquid forms besides others.



Anti Back Staining

GK Biochemical has constructed a sophisticated and an ultra-modern facility, equipped with cutting-edge technology and technically advanced gadgets. The company has different units for manufacturing, quality control, Research and development and warehousing and packaging to ensure a smooth and efficient production cycle.



Silicone Softner

The company uses stable and quality-approved ingredients and basic chemicals sourced from accredited vendors for manufacturing their range of products. The chemicals are processed in strict compliance with various international quality standards.

GK Biochemical has its own individual raw material testing laboratory equipped with latest technology equipment to analyze all running batches, inward and outward products and other raw materials with standard assay protocol. All products formulated are closely inspected by quality controllers on various parameters such as shelf life, effectiveness etc.

GK Biochemicals from time to time invests in market and product research to remain abreast of the latest developments in technology while constantly upgrading and adding value to their existing product range. Their constant efforts in Research & Development enables them to offer products with customized formulations.

Mr. Jignesh Kotadiya
Business Development Manager
 gkbiochemical@gmail.com
 +91 927 506 2166
<http://www.indiamart.com/gkbiochemicalcorporation/>



Talk to the experts in storage shelving...

- Maximise Your Floor Area
- Create More Flexible Storage Space
- Improve Business Efficiency
- Allows Exceptional Stock Holding



- Light / Medium Duty Racking
- Heavy Duty Pallet Racking
- Multi -Tier Racking Structures
- Mezzanine Floor
- Cantilever Racking
- Mobile Compactors
- Library / Display Racks
- Plastic Pallets / Poly Pallets



Discover More...

scan QR barcode for company details

NEW CATALOGUE AVAILABLE



An ISO 9001:2008 Certified Company

 www.ajooni.co.in

 sales hotline : 08285 700600

Address: C-109, Vidyut Building, Plot-81, I.P. Extension, Delhi-110092

Landline no : 011-65700600, E-mail : info@ajooni.co.in



ajooniTM
Storage Systems

Engineering Infinite PossibilitiesTM