



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH ORGANIZED SEMINAR ON TRENDS, FORECAST & VISUAL MERCHANDIZING AT MORADABAD REGION (U.P.) AT EPCH OFFICE, MORADABAD ON 5TH DECEMBER'2013

The EPCH organized seminar on latest trends, forecast and visual merchandizing for promotion of exports of handicrafts from Moradabad Region at EPCH office at Moradabad on 5th December'2013. Ms. Amla Shrivastava, Sr. Designer, NCDPD made a detailed presentation on latest Trends 2014-15, Forecast and Visual Merchandizing.

The objective of the seminar was to provide the required knowledge on latest trends & forecast, Importance of visual merchandizing and new colour trends in international market focusing on small & medium exporters who are engaged in the handicrafts sector. The speaker interacted with the participants wherein over 30 exporters, NGOs, artisans were present.

During the seminar Ms. Shrivastava informed the participants about various Trends for Spring/Summer & Autumn/ Winter 2014-15 along with the details of materials, finishes, textures etc. During the seminar beneficiaries also raised few technical questions which were discussed and answered. Artisans were also keen to know the trends application on their respective product lines, which was explained by various examples, which clarified most of their doubt's.

Seminar was concluded by informing the participants about NCDPD and the services offered by them to handicrafts exporting community for promotion of exports from the country, NCDPD provides:-

- Trends & forecast periodically
- Create and reinforce the uniqueness of Indian designs
- Provide updates of changing global scenario with reference to technical advancement
- Support and upgrade product development

After detailed deliberations, the following major questions were raised by the participants :-

Q1. What kind of colours we can use in our products ?

Ans. The frozen colours are soft & clean, So frozen colours can be used in products, Frozen colours are Cool green, dusty aqua, dove grey, creamy beige, delicate coral & dark blue.

Q2. What is modern approach in colours & design?

Ans. Black & White colours are evergreen. Key colours are Pantone 19-3803, Pantone 14-4505, Pantone 14-0000, Pantone 11-D604 etc. In design 3D Look, Bright Wires, Frame Work, Patterns & Geometrical forms can be used.

Q3. What is visual merchandising?

Ans. Visual Merchandising is a presentation of products by use of visuals in order:-

- To appeal for particular image and perceive value
- To facilitate sales
- To establish sensibility to products for a specific market
- To gain or strengthen an image for a company

Q4. What is the selection of merchandising?

Ans. Merchandising is selection of :-

- Right Decision

- Right Product
- Right Price
- Right Place
- Right Quality
- Right Profit

Q5. What are the goals of merchandising?

Ans. Goals of merchandising are :-

- Create an interest for customer to return to your booth
- Tune into who is it and who you will trap
- Find out sensibility of consumers
- Show merchandise for what you are

