

Coffee-table book, 'India Series: The Textile Story' unveiled

New Delhi - 16th January 2019

A new coffee-table book - India Series: The Textile Story, brought out by Trendsetter Marketing Pvt. Ltd., was unveiled by Union Minister for Textiles, Smt. Smriti Zubin Irani, at Udyog Bhawan, New Delhi, on 16th January 2019, in the presence of eminent dignitaries of various textile industry chambers, including, Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; Padma Shri Dr. A Sakhtivel, Vice Chairman, AEPC; and Mr. Gautam Nair, Member, Executive Committee, AEPC; Mr. D L Sharma, Vice Chairman, CITI; and Dr. S Sunanda, Secretary General, CITI; and Mr. Rahul Mehta, President, CMAI.

Following the unveiling, a round-table conference was organised at Press Club of India, New Delhi, where these dignitaries spoke of India's burgeoning textile industry and its implications on the future of the national economy. Mr. O P Prahladka, Chairman, EPCH expressed deep gratitude while appreciating the Ministry of Textiles for implementing timely policy changes and providing adequate support to overcome challenges and steer towards greater success. Appreciating the publication, Mr. Rakesh Kumar, Executive Director, EPCH, remarked, "the production is timely as India is waiting to take rapid strides in global textile markets and we now have a book that has documented our trajectory for reference to the outside world".

This book has been published in coordination with some leading industrial chambers functioning in the ambit of Indian textiles – they include, Confederation of Indian Textile Industry (CITI), Export Promotion Council for Handicrafts (EPCH), Apparel Export Promotion Council (AEPC), The Clothing Manufacturers Association of India (CMAI) and Welspun.



The publication provides an elaborate glimpse into India's vibrant textile industry, with particular emphasis on its present-day relevance in securing livelihoods and generating revenue for the national exchequer. India's textiles, handicrafts and handlooms form an important industry vertical that is not only the backbone of India's indigenous livelihoods but also garners deep appreciation from global markets. Traditional Indian designs, prints, materials, crafts, among others, have built a unique niche. Over time, this indigenous and deeply fragmented industry, spread across the country's length and breadth, has been consolidated under the Ministry of Textiles and its several ancillary organisations. The journey of textiles from being a traditional practice to becoming a synchronised industry has been facilitated by the Ministry, its various organisations and their timely implementation of policies have been documented. ■

Presentation on Indian Timber Legality Assessment and Verification Scheme - Vriksh

at Forest Research Institute (FRI), Dehradun on 18th January 2019



Mr. Rajesh Rawat, Joint Director, EPCH, made a presentation on Vriksh at FRI, Dehradun to sensitise the Forest officials about the process of certification and EPCH's role.

Growth in fragrance sales bodes well for the market: holiday 2018



Prestige fragrance sales in the US have experienced strong growth leading up to the all-important holiday season, with dollar sales up 8 percent year-to-date through October, according to The NPD Group. After several years of soft holiday performance,

fragrance made a comeback in December 2017 proving to be a giftable category for the holidays. This turnaround continued during other key periods in 2018, including Valentine's Day, Mother's Day and Father's Day, and its streak is anticipated to continue this Christmas.

According to NPD's 'Scentiments', half of consumers purchasing fragrances for others buy for their partner or spouse, and the majority of these purchases are gifts for the Christmas/

holiday season. In the most recent four weeks, the top selling women's fragrance was Coco Mademoiselle and men's was Acqua di Gio Pour Homme.

So far this year, fragrance brought in \$2.7 billion in sales and grew at a faster rate compared to 2017. Specifically, juice sales grew by 10 percent - an increase of 7 percentage points over the prior year. Overall, the fragrance market's growth rate is trending behind skincare-beauty's fastest-growing category, but ahead of makeup - beauty's largest category.

New brands will be an important driver for fragrance during this holiday season. With close to a third of full year fragrance sales happening in December, most fragrance manufacturers wait until the second half or the last quarter to introduce a new scent. The success of new launches during holiday can make or break the category, but given the strong performance seen so far in 2018, fragrance is anticipated to end the year strong. ■

Source : NPD

Removal of RAPEX Alert on Indian Incense in Italy to ease exports

The exports of these sticks to Europe were earlier facing issues after Italian customs authorities seized consignments

In May 2009, one of containers containing 'White Musk' incense was detained at the Genova Port, Italy because of ARPAL (Agenzia Regionale per la Protezione dell'Ambiente Ligure) report findings of Benzene level at 5 mg/m³ equivalent to 1.25 mg per day, which the Italian Custom Authorities claim to be very close to critical level.

For the last 10 years, Export Promotion Council for Handicrafts (EPCH) has been regularly representing the issue pertaining to RAPEX Alert by Italian authorities on Indian Incense. A series of meetings were held with senior officials of Ministry of Commerce and Industry, Ministry of Textiles, Director of General of Foreign Trade and Embassy of Italy in India. An Officer of EPCH also visited Brussels (Belgium) to discuss the matter with Embassy of India so that the matter can be taken up with European Union head office at Brussels.



RAPEX alerts on Indian Incense sticks have been recently removed by the RAPEX database. Exporters have to put appropriate labelling. Label should discourage the frequent use of the product while recommending proper ventilation of the room in which combustion takes place.

The matter was also raised with Mr. Suresh Prabhu, Hon'ble Union Minister of Commerce & Industry and through his intervention a communication has been received from HE Lorenzo Angeloni, Ambassador, Embassy of Italy in India that RAPEX alerts on Indian Incense

sticks have been removed and will finalize the necessary administrative procedure in this regard in the coming days. The extracts of the communication received from Ministry of Commerce & Industry is as under:-

"RAPEX alerts on Indian Incense sticks have been recently removed by the RAPEX database. Exporters have to put appropriate labelling. Label should discourage the frequent use of the product while recommending proper ventilation of the room in which combustion takes place." ■

Fashion accessory rebound driven by changing consumer priorities

US dollar sales of fashion accessories grew 4 percent the first 10 months of 2018, according to The NPD Group, a significant market turnaround from the declines seen over the past two years. Much of this growth is attributed to growth in sales of untraditional silhouettes, signaling a shift in consumer preferences and priorities across wearers.

Double-digit sales gains in backpacks, fanny/waist packs, and luggage, alongside sales declines in the historically key categories - like totes, shoppers, and messenger bags - reveals a significant shift in the way consumers are accessorising. The most notable component of this shift is the fanny pack category - beyond the unique nature of these products, the category represents just one percent of fashion accessories sales and is generating nearly a quarter of the industry's growth. "Changing consumer behaviours, such as travel and the pursuit of convenience, are changing the way consumers everywhere think about the accessories they need," said Beth Goldstein, fashion footwear and accessories industry analyst, The NPD Group. "New lifestyle needs will make categories like luggage, backpacks and even fanny packs popular items on shopping and wish-lists during the 2018 holiday season."

Growth of these less traditional categories is not isolated. The New York, Los Angeles, and San Francisco designated market areas (DMAs) are the top three growth regions for backpacks and fanny/waist packs, but these categories are also growing in many small and large markets across the US. Backpacks are no longer a back-to-school only purchase and continue to replace traditional work-like bags. While everyday backpacks grew across both male and female wearers, fashion backpacks drove the majority of the growth among females. While the premium channel drove much of the growth in fanny/waist packs, the mid-tier/value channel is also a source of growth across both men and women. Further demonstrating growth across price points, both moderate and designer brands contributed to growth in the fanny/waist pack category.

"Fashion is still important to consumers, but consumers are also asking what the product can do for them - a question many upstart brands, like Lo & Sons and Dagne Dover, are doing a good job of answering," said Goldstein. "Brands who guide the consumer, offering solutions to problems they didn't know they had, will be the fashion accessories leaders." ■ Source: NPD



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Walmart acquires Art.com

Art.com will operate as a standalone site and add its assortment to Walmart.com, Jet.com and Hayneedle.com

Digging deeper into home, Walmart has acquired the assets of online art and wall décor retailer Art.com, including its catalog, IP, trade name and US operations, for an undisclosed amount. The deal is expected to close early next calendar year.

Walmart plans to operate the assets of Art.com, which was founded in 1998 and offers more than 2 million curated images and a growing exclusive assortment, as a standalone and complementary site and then add its assortment to Walmart.com, Jet.com and Hayneedle.com. "The 'wall' is critical to completing the home and, as a \$10 billion annual market in the U.S., Walmart sees art and wall décor as fundamental to winning the home," the company said in a statement online.

"Art.com's wide-ranging assortment, from affordable and chic posters for your first apartment to limited edition prints and loft art pieces for your new home, helps customers ... make their house a home without breaking the bank," Walmart wrote in a blog post. "The wall also allows us to create even more personalised experiences ... in the future, as we now have a better understanding of design aesthetics, color preferences, complementary pieces-like rugs, furniture, etc.-and, even insight into the size of the space."

"This announcement is just another example of how we're establishing Walmart.com as a specialty retail destination for the home-giving customers the inspiration and confidence to make a beautiful home possible for everyone. I'm so excited to welcome Art.com as a part of that mission," said Anthony Soohoo, senior vice president and group general manager, home, Walmart US e-Commerce. ■ Source: HFN