

KIDS WEAR INDUSTRY

Kids wear market is segmented based on product type (apparel & footwear), end outlets) - Global Opportunity Analysis and Industry Forecast,

Keeping pace with the changing requirements of the market, the group ventured in the field of casuals in under the Brand label of "RUFF KIDS" and has never looked back since. Representing Indian brands abroad, higher profit margins, and succulent opportunities are assumed to be the reasons behind their foreign march. The brand is available at all the leading premium departmental stores like Shoppers' Stop, Piramyd, Lifestyle, Ebony, Pantaloons, etc, at all their locations throughout the country. Untapped market potential With a promising future for kids apparels, the market has attracted international brands into India. Every kid, at certain age, begins to develop personal taste in regards to colours and styles - influenced by what they see or what their role models wear. The volume of market share of kids apparels in the total apparel market is at Kids wear segment of the Asia-Pacific region is We are looking at clothing for kids who are brand-conscious and are on the lookout for something exclusive for themselves. Indian Kids wear Market Good times for the Indian kids apparel market are in the offing. A Boom in the E commerce industry especially in kid's wear segment might force a new manufacturer to introduce products online only in order to build a brand name and then gradually switch to offline mode Only if it would exist. It shares the two main attributes of its mother brand - style and comfort which are sensible and trendy. ICL signed a licensing agreement with the Walt Disney Company for the venture and planned to invest Rs 21 crore in it. They cater to needs of both boys and girls in the age group from 6 months to 14 years. Comfortable, cosy and resilient items will make them immediately recognizable. Brands like Lilliput are e exploring opportunities for joint venture options to tap the childrens apparel market in China. With the above quote in mind, we have trendy fashion and fashionable clothes available for both for Men and Women, then why should the Kids be far behind? The Barbie Doll is in reality 75 years old. Childrens garments are available in various forms and designs. Weekender is looking for brisk growth in the next few years as the general trend points at dressing down to casuals than dressing up to formalwear. Lilliput was started with the objective of manufacturing world class kids wear. Weekender began with a single basement outlet on Bangalores Residency Road in Marketing task lies in capturing the imagination of the children with fashionable patterns, and of the parents with quality apparels supplemented by reasonable prices. For childrens wear, cotton is the most preferred material due to its non-allergic, comfortable, and easy caring virtues. We offer our clients exhaustive research and analysis based on wide variety of factual inputs, which largely include interviews with industry participants, reliable statistics and regional intelligence. Although the jeans will not carry any of the typical 16 Disney character embellishments, the company feels that the brand itself will be the selling point of the apparel. Leading a team of able designers he personally keeps a vigil on the quality parameters. The grasp over domain knowledge will also help Weekender to sustain itself against the onslaught of other brands in the kids wear business. Media Proliferation A brand; positioning itself in the market, depends on the level of differentiation it is able to establish. Since its Night Wear it has grown by leaps and inception, encouraged by this overwhelming response, it has drawn an ambitious plan to open stores by the year