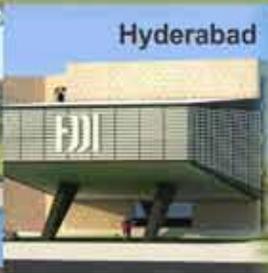




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Kolkata

Shoe markers in the making

Popular 'sole' searchers from the city's fashion frat let us in on their obsession with shoes.



Rohtak

Does a smile tug at the corners of your lips, every time you pass by a shoe store? Well, you aren't alone. Bengaluru is home to many shoe-a-holics. From haggling for a steal deal from a roadside store to blowing up their moolah on those coveted Louboutins – they've been there and bought that! In a candid chat, the city's popular faces let us in on their 'shoe'drobe and what eggs them on to hoard away!



Chennai

"My earliest memory, of jumping with joy at the sight of shoes, dates back to when I was 12, when my mum gifted me a pair of platform heels. It was the typical metallic-laced platforms which seemed like a fantastic surprise. Coming to think of it, it wasn't really fashionable, but was everything I could ask for at that moment in time," shares Riccha Paul, a writer, singer and baker. That aside, Riccha tells us how her childhood fascination for Barbie dolls could be traced back to very different reason altogether.



Chhindwara

"The only reason I bought Barbies was because they came along with a few shoe options. And, that excited



Fursatganj

me more than anything else. I'd imagine myself in Barbies' pretty coloured pumps and hoped to have my own little haven when I grow up," she recollects. While owning 78 pairs of shoes have been the highest, she believes it's important to place comfort above everything else.

"Despite stacking up different kind of shoes, pumps happen to be my favourite shoe type. In my early 20s, I bought everything that caught my fancy. As I've grown older, the emphasis has shifted from buying anything on a whim to settling only for well-crafted shoes. Comfort is what I've learnt goes a long way when investing in a pair of shoes. You can buy a dime a dozen from online sales and fast fashion stores, and sure they look great, but the ones that will last the longest and continue to look amazing are the ones you feel a pinch when you swipe your card! But they'll make you happy for



Anmol Bajaj flaunts her favorite buys



Noida



a long time! And yes, try before you buy. It took me three years to finally buy my pair of Louboutins. They're my favourite!" she adds.



For make-up artist Charumathi GR, going steady at a whopping 400 pairs and counting, investing in fine shoes has been one of the best (sartorial) choices she has made so far! "Like diamonds are woman's best friends, I think shoes are my best friends too! (Make-up remains my passion, though). I've always been a sensible dresser, and I think no outfit is complete if you don't put enough thought into your shoes or accessories. Your choice of footwear can make or break a look, so be wise! I would recommend women always have three draws to organise shoes accordingly. Doing so had helped me get ready in an instant, and also feel more confident," she exclaims.

Anmol Bajaj, an interior designing graduate, vouches by how the idea of striking an intelligent balance between versatility and comfort matters most. "I own close to 70 pairs of shoes, including my chappals. I have a designated cupboard for only my shoes! I like to collect them and have a variety of it. I have heels, flats,

slides and even superstars in my collection. The most expensive pair I own are my Salvatore Ferragamo heels. They are classy and black and go with just about anything. I think it is important for women to invest in a pair of luxe shoes, which won't disappoint no matter what the outfit or occasion. It's important to weigh in the versatility factor, while buying shoes."

Michelle Salins, designer, adds, "If you are dealing with suede shoes, today, there are multiple products available to remove the marks and scars on your shoes. I believe you must store your footwear well. Usually all footwear today comes with soft shoe pouches. After using your shoes, wipe it with a soft cloth and leave them out to air for an hour. Soon after, you must make the effort to place it back in the pouch and it must go into a comfortable size moisture free box. Make sure you always read the instructions on the can before you apply it to your suede shoes. Whatever you do, never use water or a wet cloth on your footwear!"

(Source: The Asian Age)

Myntra aims to launch loyalty programme

Flipkart-owned online fashion retailer Myntra, whose sales grew 56% from a year earlier during its season-end sale, will soon launch a new loyalty programme as part of a broader



strategy to get existing customers to shop more and also to acquire new shoppers, a top company executive said.

In an interview on Tuesday, Myntra chief executive Ananth Narayanan said the new loyalty programme will be different from Amazon's Prime service and would be "fashion-specific".

"We are actually thinking of innovating around a loyalty programme, which you should see come out in a month and a half," said Narayanan. "It won't be like Prime, but it makes sense to have a loyalty programme. We've been working on it for two-three months."

Myntra's plan comes at a time when Amazon's Prime programme is proving to be a crucial differentiator for the US-based e-commerce giant in its fight against local rival Flipkart, with over 30% of Amazon India's overall orders coming from Prime users.

Myntra's strategy is also different from the approach taken by parent Flipkart, which too has a loyalty service that the company isn't pushing aggressively. Flipkart executives say privately that most Indians are unlikely to take to loyalty programmes and are disinclined to pay for delivery and convenience or content.

Myntra posted gross sales of around Rs.450 crore during its three-day season-end sale, which concluded on

Monday, according to two executives directly aware of the numbers. The figures also include sales from Jabong, which Myntra acquired last year for \$70 million.

Narayanan declined to comment on Myntra's sales during its End of Reason Sale, but said the firm had exceeded its internal targets for the event. "The biggest thing for us this time was that the consumer experience was fabulous. Almost 2 lakh deliveries are already done," he said.

Overall sales grew 56% from last July's season-end sale, driven primarily by top sports brands such as Puma and Nike.

During its previous end-of-season sale in January, Myntra generated sales of about Rs408 crore over three days, including sales from Jabong. The sale helped push Myntra's monthly sales to over Rs850 crore in January—nearly twice the amount it generates during a normal, non-sale month.

Myntra said that 1.3 million customers participated during the three-day sale, with 4.2 million products being sold during the event. Private-label brands contributed a little over a fifth of overall sales. Myntra currently boasts of private labels such as Roadster, HRX, Dressberry and Anouk.



During the sale, Myntra introduced a new feature called Myntra Shopping Groups, which allows buyers to shop in so-called online groups, as part of a move to drive higher traffic and retain more customers. Myntra said nearly 100,000 shopping groups were formed during the sale and contributed about 18% of sales.

Earlier this month, Mint had reported that Myntra, which is attempting to hit profitability by the end of the current financial year, is aiming to touch annual revenue of about Rs. 8,500 crore for 2017-18.

Separately, Amazon India said sales of its top fashion brands grew five times compared to normal-day sales during its recently-concluded end-of-season fashion sale. Amazon India's fashion head Arun Sirdeshmukh said sales of top brands including Marks and Spencer, Pepe Jeans and private-label brand Symbol symbol grew 10-20 times, compared to average-day sales.

(Source: Mint)

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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
1. COMPLETE FOOTWEAR		
1.1	Shoe water proofness	500
1.2	Shoe flexing at room temperature	
a.	Casual shoes	1200
b.	Sports/heavy duty shoes	1200
1.3	Shoe flexing at low temperature	2000
1.4	Heel attachment strength	600
1.5	Strap attachment	600
1.6	Strength of attachment of Bows & Trims	600
1.7	Whole shoe topline strength	600
1.8	SATRA sole adhesion test	600
1.9	16 point bondability test	1400
1.10	Calibration	1200
1.11	Leakage resistance	600
1.12	Slip resistance for safety	1400
1.13	Slip Resistance as per SATRA	4500
1.14	High Voltage	3000
1.15	Thong attachment	600
1.16	Top piece attachment	600
1.17	Heel impact	1500
1.18	Heel fatigue	1500
1.19	Peel Strength	600
1.20	Visual observation	1000
2. LEATHER/SYNTHETICS/UPPER MATERIALS		
2.1	Flexing resistance at room temperature	700
2.2	Flexing resistance at low temperature	2000
2.3	Tensile strength & extension at break	600
2.4	Seam strength/Stitch tear	600
2.5	Induced tear Strength	600
2.6	Tongue tear	600
2.7	Grain crack index	600
2.8	Burst Strength	600
2.9	Adhesion of coating (synthetics)	600
2.10	Dynamic water resistance	600
2.11	Break pipiness	100
2.12	Wrinkleometer test	100
2.13	Surface water absorption	200
2.14	Water vapour permeability	600
2.15	Water vapour coefficient	600
2.16	Adhesion of finish (Tape test)	100
2.17	Blocking test	600
2.18	Heat fastness of finish	250
2.19	Taber abrasion	600

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