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Footwear maker Red Chief to step into new markets

Footwear and apparel maker Red Chief is looking to focus on tier-I and metro markets.

The plan, according to Manoj Gyanchandani, MD of Leayan Global Pvt. Ltd., (LGPL) – makers of Red Chief shoes – is to "double revenues" in the next five years (by 2023).

It is eyeing a turnover of around Rs. 270 Crore in FY-17. Interestingly, numbers have seen a downward revision considering the hit in operations because of demonetisation.

In FY-16, the company's turnover stood at Rs.300 Crore.

The Kanpur-based brand already has a substantial presence in the non-tier I markets.

Tier-II and III markets account for nearly 80 per cent of the company's turnover and 20 per cent is from tier-I markets.

According to him, the mix will see a change in the coming days with 40 per cent of its turnover coming from tier-I markets and the remaining from tier-II and others.

With an average selling price pegged at around Rs.3,000, Red Chief primarily jostles for space with brands like Woodland, Bata, apart from the host of unorganised players.

"We have been able to make a mark in tier II and other cities by positioning ourselves as a lifestyle brand. Now, we are looking at a stronger presence across metro and tier I markets," he said during an interview.

As Gyanchandani points out, the company is "re-strategising" its tier I plans.

This will also mean working on its distribution network and targeting cities such as Mumbai, Delhi, Hyderabad, among others.

Thrust is also being put on internet and digital channels.

According to Gyanchandani, growth in coming days – and particularly in metro and tier I markets – will be aided through its just launched brand of sports shoes 'Furo'.

While Red Chief does want to expand its footprint, the company will not look at "blindly" adding standalone store numbers. "We have to ensure that our model is viable too," he adds.

For FY-18, the target is to open 25-30 stores mostly covering Bihar, Uttar Pradesh, Rajasthan and Gujarat.

(Source: Business Line)

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Amazon, Grofers Seek Nod for FDI in Food Retailing

Amazon, Grofers and Big Basket have submitted Foreign Direct Investment (FDI) proposals to the government for undertaking retail trading of food products, Parliament was informed on March 14, 2017.

The government had last year allowed 100 per cent FDI for trading, including through e—commerce, in respect of food products manufactured and produced in India.

"Government has been interacting with investors to identify issues for promoting FDI in the food processing sector. Several issues, including sale of home and personal care product have been raised by investors," Minister of State for Food Processing Sadhvi Niranjan Jyoti said.

While Amazon is one of the major e—commerce players in India, Grofers and Big Basket are into online grocery space.

(Source: The Economic Times)

Saint Laurent no-heel shoe

There are many ways to define courage—for me though, courage involves scaling peaks no higher than six inches on a pair of heels. I'm not talking about the cop-out that is a wedge or platform heel, both of which are 'in' again for some inexplicable reason. More like stilettos so thin you wonder if they make you check your weight at the store before you try them

on—because clearly, they cannot balance you plus all that Christmas weight from two years ago.

- **The body is made of shiny black patent leather**

- **An elaborately decorated flat heel is added on at the base**

- **The length of the base exceeds the length of the sole, to ensure the wearer can walk without falling over**

- **As long as the sole is one rigid piece, it can hold the weight of the wearer**

The irony, of course, is that the inventor of the stiletto heel is a man, Roger Vivier, who designed them for Christian Dior in 1953. I bet he never spent an evening in a pair of them.

But now, I have a new fear—something scarier than your average six-inch heel—the absence of one. Gravity-defying, heel-less, shiny black patent-leather shoes, as seen prominently at Saint Laurent's Paris Fashion Week show on March 2.

Now heel-less shoes are not completely unheard of: Victoria Beckham wore thigh-high black leather boots with noticeably missing heels, created by Anthony Vaccarello and even Giuseppe Zanotti made a pair of t-strap sandals with a chunky platform in front that everyone from Lucy Liu to Julianne Hough wore with a smile.
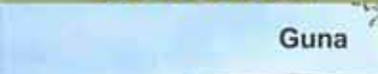
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In both cases it was the sturdy block of heel beneath the front of the shoe that kept its wearer from keeling over backwards—but Saint Laurent decided to go a step ahead and lose that platform, keeping them looking like regular heels—but without a heel.

Perplexed? It's not just you or me. Vogue writer Liana Statenstein too left the Saint Laurent Fall 2017 show scratching her head and wondering, "How did that stay in one piece?" Well, she didn't leave it at that, she headed straight to the experts—in this case, a physics professor.

Columbia University's Michael Tuts came to her rescue with an explanation, replete with sketches, detailing how this gravity-defying shoe stayed right side up and didn't bring its wearer crashing down.

According to Tuts, as Statenstein explains in her piece, while in a regular shoe the force exerted is on the heel of the foot, and hence on the heel of the shoe, in this unusual piece, pressure is exerted closer to the balls of the feet—and as long as the sole is rigid enough to bear the weight, it will not break. The key, as Tut's diagram explained, is that as long as the base of the shoe (the part that touches the ground) is longer than the sole (where the foot presses down) the heel-less shoe remains stable.

There are many things that you are expected to know if you want to understand fashion, but I never expected a working knowledge of the Pythagorean theorem to be one of them. If there was ever a reason to pay more attention in physics class, this would probably be it.

(Source: The Hindu)

Some easy way to maintain your leather shoes

When you spend oodles of money on a nice pair of leather shoes, it is important to maintain them well too. Add a layer of rubber at the bottom of the sole and keep your leather shoes away from direct sunlight, suggests an expert.

Ishaan Sachdeva, Director at shoe brand Alberto Torresi, has listed how you can maintain leather shoes.

- Applying polish is a must to-do thing. But while doing so, one thing that needs to be kept in mind is to apply cream polish in the same colour as the shoe to protect it. In case of unfinished leather, oil like mink oil helps to preserve the quality of the leather.

- Add a layer of rubber at the bottom of the sole. The rubber protects the leather soles from damage and allows them to stay for long.

- Always give your favourite pair of shoes a day's rest in between wearing them. This allows the moisture to dry out so that the leather can last long and proffer a splendid fashion statement.

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- Let the leather dry at room temperature, away from heaters and sunlight. Both the heater and sunlight can cause cracking and discoloration of the shoes.

- A common perception that everybody holds is that keeping the shoes packed in boxes makes them last longer. But this is not the case certainly. Prolonged storage of shoes in boxes can cause footwear materials to deteriorate, especially in humid climate, thus causing the leather to lose its shine and lustre.

- Different types of leathers require different types of care. For instance, to remove dirt from unfinished leather, it is wise to wipe the shoe gently with a dry cloth. Then dampen the cloth with warm water and wipe it again.

- Use sprays that resist water, salt and mud to maintain the classic suede shoes. Test the spray before using it over your ideal pair because at times it can lead to a change in the colour tone of the shoes.

- Another easy way to retain the quality and gleam of leather is to remove dirt or stains with a soft brush.

(Source: Millennium Post)

Physical Laboratory Testing Services Provided by FDDI, NOIDA

S. No.	Test Description	Charges in ₹
3.	**PLASTICS/RUBBERS/PU FOAMS/SOLING MATERIALS**	
3.6	SATRA/BATA belt flexing	700
3.7	Oil swelling	900
3.8	Compression set	600
3.9	Split tear strength	600
3.10	Die "C" tear test	600
3.11	Heat shrinkage	600
3.12	% Volatile loss	600
3.13	Abrasion	700
3.14	Bond strength (raw material)	900
3.15	Bond strength (prepared sample)	600
3.16	Light fastness	1200
3.17	Dynamic water resistance (leather)	600
3.18	Grain crack index (leather)	300
3.19	Tear strength	600
3.20	Slip resistance per surface	400
3.21	Izod Impact	1000
3.22	Ozone resistance	
a	Upto 100 hrs for 1st sample	3000
b	Upto 100 hrs for next 3 samples per sample	1000
c	Upto 200 hrs for 1st sample	6000
d	Upto 200 hrs for next 3 samples per sample	2000
3.23	Chemical resistance per chemical	400
3.24	Hardness of PU foams (Seats)	1000
4	**INSOLES**	
4.1	Tensile strength	600
4.2	Flexing index	700
4.3	Split tear strength	600
4.4	Water uptake/loss	500
4.5	Rub fastness Dry/Wet each	400
4.6	Surface water absorption	200
4.7	Laminar strength	700
4.8	Shear strength	600
4.9	Heel pin holding strength	600
4.10	Scuff/abrasion resistance	600
4.11	Peel strength	600
4.12	Longitudinal stiffness	700
4.13	Stitch tear of insole	600
4.14	Shrinkage	600

To be continued...

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20 % DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS FROM 1ST AUGUST 2016 TO 31ST MARCH 2017 (For further continuation it will be reviewed in due course)
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