

# NEWSLETTER

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A WEEKLY NEWSLETTER

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## A 'Start-up' by FDDI students

Thinking bigger and bolder, two students of Footwear Design & Development Institute (FDDI) namely, Ms. Dhanushika Ramesh and Mr. Jeffry Jacob met with a significant eye towards art on shoes.



The logo

In 2019, the duo ventured into a start-up 'Briller' with leather Patina shoes and by late 2020 were ready with a range of products consisting of Shoes, Belts, Wallets and Accessories for men.

Both the students have done B.Des. from FDDI, Chennai (Session 2014-18) and currently Ms. Dhanushika is perusing M.Des. from FDDI, Noida (Session 2020-22).



Ms. Dhanushika Ramesh student of FDDI, Noida campus with the product 'Browns'

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### ➤ A 'Start-up' by FDDI students

The Phoenix is an inspiration for Briller. The Egyptian bird lives for millions of years, resembling durability, reaching new heights and turning to ashes thus, reincarnation of another Phoenix once in a million years, pointing towards the refurbishment element in Briller.

Briller epitomizes the absolute pinnacle of English shoemaking, with a stunning selection of leather shoes for men. Their ideas and inputs look forward to producing products that are not just a pair of footwear, but, an eclectic piece of artwork.

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Patina is the result of various intricate techniques for coloring and providing textures to the leather and enhancing lively textures & shades using solvents, essential oils and creams. Couple of hundred hours are spent to derive desired colours that are mixed with a variety of seasonal colors from exotic palettes. Precise brushes, sponges, rags of cloth and shading skills sing in symphony on a pair of handmade shoes from Briller.



Mr. Jeffry Jacob, student of FDDI, Chennai campus with the product 'Travis- Tan Set'

The guidance and mentoring by the faculty of FDDI and the curriculum designed by FDDI has resulted in these students becoming budding entrepreneurs.

Such budding successful start-up contribute significantly to the Indian economy which are going to be the backbone of new India.

### ***Metro Brands Q3 net profit up 54.6%***

Footwear retail chain Metro Brands has reported a 54.63 per cent jump in consolidated net profit to Rs. 100.85 crore for the third quarter ended December 2021.

The company had posted a net profit of Rs. 65.22 crore during the October-December quarter of the previous fiscal, Metro Brands Ltd (MBL), earlier known as Metro Shoes, said

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Its total revenue from operations was up 59.02 per cent at Rs. 483.77 crore during the quarter under review against Rs. 304.21 crore in the corresponding period of the previous fiscal.

MBL's total expenses rose 47.26 per cent to Rs. 362.59 crore in Q3 FY 2021-22, compared to Rs. 246.21 crore in the year-ago period.

MBL CEO Nissan Joseph said it was the best quarterly revenue, EBITDA (Earnings before Interest, Taxes, Depreciation, and Amortization) and PAT in the history of the company.

"Brand Masaba will be scaled predominantly through the digital direct-to-consumer (D2C) channel, leveraging its strong connect with younger and digitally influenced consumers," according to a joint statement.

(Source: Mint)

### ***Aditya Birla Fashion to buy 51% in Brand Masaba***

Aditya Birla Fashion and Retail Ltd (ABFRL) on January 14, 2022 said it will acquire a 51 per cent majority shareholding in popular and contemporary brand 'Masaba' promoted by the leading designer Masaba Gupta for a cash consideration of Rs. 90 crore.

The Aditya Birla Group has entered into a 'binding term sheet' agreement to acquire a 51 per cent stake in 'House of Masaba Lifestyle Pvt Ltd', a move which will strengthen its play into fashion for young and digitally native consumers.

In June, Aditya Birla Fashion and Retail Ltd's brand Jaypore forayed into menswear category.

(Source: The Economic Times)

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### ***Lacoste sues M&S over crocodile trademark***

First caterpillars, now crocodiles -- Marks & Spencer Group Plc is embroiled in another trademark battle over the shape of a creature.

Lacoste sued the British retailer over allegations it's infringed its famous crocodile logo by using similar images on dungarees to duvet covers, and even a kid's bucket hat.

Lacoste said in the suit filed at a London court that it had written to the storied retailer last year demanding it cease advertising and selling of the goods. Marks & Spencer refused. The French fashion brand has now asked a London judge to impose an injunction against the chain and an order to destroy all items bearing the crocodile.

It's not the first spat over creature trademarks that Marks & Spencer has found itself. The retailer sued grocery rival Aldi, over allegations it copied its iconic Colin the Caterpillar cake with a similar looking sweet, tasty treat called Cuthbert.

“Animal prints are incredibly popular with our customers and last season selected ranges included decorative crocodile patterns,” a spokesperson for Marks & Spencer said by email.

The Lacoste brand was created in around 1933 by tennis player René Lacoste who was nicknamed 'the Crocodile', lawyers for the French company said in their filing. Marks & Spencer “had no due cause to adopt branding which is likely to cause confusion.

**Source: The Asian Age**