



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH ORGANIZED A SEMINAR ON TRENDS, FORECAST & VISUAL MERCHANDIZING FOR HANDICRAFTS SECTOR AT KOLKATA ON (SATURDAY) 7th DECEMBER'2013 AT THE CONFERENCE HALL, EPCH – ER OFFICE, AT 53/1, SAMBHUNATH PANDIT STREET, KOLKATA – 700 025

The EPCH organized a seminar on trends, forecast and visual merchandizing for handicrafts sector at Kolkata on 7th December'2013. The following speakers were present during the above seminar:-

1. Shri A. K. Hota -Asst., Director – DC(H)
2. Shri O. P. Prahladka –Convener (EPCH – ER)
3. Shri Aditya Tekriwal – Prominent Exporter
4. Ms Amla Shrivastava - Designer

Ms. Amla Shrivastava, Designer, NCDPD made a detailed presentation on forecasting latest and upcoming Trends of 2014-15 and Visual Merchandizing. More that 40 participants including members, Artisans, and NGOs took part in the seminar.

The objective of the Seminar was to apprise the participants on the latest and forth coming trends of 2014-2015 about the handicrafts product in an effective and creative way, establishing linkage between fashions, product design and marketing by keeping the product in prime focus.

Shri O P Prahladka, Convener – EPCH Eastern Region welcomed the member exporters and conducted the above workshop. During his address, he appreciated the efforts of NCDPD for creating awareness about trends and forecast. He suggested the need of trend forecasting and visual merchandising so as to double the export in next three years and informed that identifying a trend is a continuous process. During the seminar, Ms. Shrivastava enlightened the participants about various upcoming Trends for 2014-2015 along with the details of materials, finishes, textures etc, combining the creative, technical and outfitted aspects of a product and the business. She explained Visual merchandising as an art of presentation, which puts the merchandise in focus. It provides silent service for the customers, helping them in finding their products more easily. It includes everything from display windows to fixtures used for visual presentation.

She informed about the Design Mentorship Application Programme being implemented by NCDPD in association with EPCH for providing the services of young designers. She further informed the participants about NCDPD and the services offered by NCDPD to handicrafts exporting community for promotion of exports from the country, which includes:

- Market Driven Design Services with the help of International / National designers
- Technology support for quality / mass production
- Pool of Branded National / International Designers
- Quality control and merchandising services
- Sustainable Supply Chain Management System
- Design Training to the Artisans / Manufacturers / Exporters
- Skill Development Programmes
- Implementing of schemes and projects of Development Commissioner (Handicrafts) for setting up of Design centres, Design Workshops, Awareness Programmes / Seminars etc.

Shri A. K. Hota, Assistant Director, DC (Handicrafts) interacted with the participants and briefed the importance of visual merchandising which is necessary to promote the sale of specific merchandise. He informed that our strengths lies in the quality and diversity of fabrics, structures, stuffs, weaves, colors, range of embroidery mixed and spread together with beads and sequins.

After detailed deliberations, the following major questions were raised by the participants:-

Q. What are the forthcoming trends for autumn winter 2013/14? –

A.

1. Raw
2. Acid Wash
3. 3D
4. Basics
5. Natural
6. Tribal Trend

Q.1 How do you think designers and makers can benefit from understanding more about trend forecasting?

A. It's key for designers and makers to understand that trend forecasting as a highly creative field that's also much grounded in the practicalities of business. The role is not only to inspire but also enable the right business decisions for companies navigating an extremely competitive and fast changing landscape. Especially during this economic crisis, the design industry relies heavily on trend forecasting to back up their business decisions with research and data. For example whether they should invest in hot pink instead of coral this season. This could make or break their sales numbers.

Q2. What Is Trend Forecasting?

A. Trend forecasting is a complicated but useful way to look at past sales or market growth, determine possible trends from that data and use the information to extrapolate what could happen in the future. Marketing experts typically utilize trend forecasting to help determine potential future sales growth.

Q3. What should be general visual merchandising steps to follow?

A. Some factors to think about when considering a visual merchandising, include:

- Are you looking for a temporary or more permanent display?
- What product are you displaying and how many do you want to place on each display? (A product sample is a big help!)
- Where will the product be displayed?
- Are there any in-space restrictions on dimensions or weight?
- How many colors will the piece are printed in?
- What quantity do you need?
- What's your budget? What's your seasonal timeframe?



