



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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EPCH ORGANIZED A SEMINAR ON TRENDS, FORECAST & VISUAL MERCHANDIZING FOR HANDICRAFTS EXPORTS AT RAJIV GANDHI HANDICRAFT BHAWAN, NEW DELHI ON (SATURDAY) 14TH DECEMBER'2013

The EPCH organized seminar on latest trends, forecast and visual merchandizing at Rajiv Gandhi Handicrafts Bhawan, New Delhi 14th December'2013. Ms. Amla Shrivastava, Designer, National Centre for Design & Product Development (NCDPD) and Mr. Rudy Rivera, Phillipino designer made a detailed presentation on latest Trends, Forecast 2014-15 and Visual Merchandizing. The speaker interacted with the participants wherein over 50 exporters, NGOs, artisans were present.

The objective of the seminar was to provide the required knowledge on latest trends & forecast, Importance of visual merchandizing and new colour trends in international market focusing on small & medium exporters who are engaged in the handicrafts exports. The speaker interacted with the participants wherein over 55 exporters, NGOs, artisans were present.

Mr Arshad Mir, Vice-Chairman-EPCH chaired the seminar and informed the participants about the need, importance and relevance of the new trends and forecast to enhance competitiveness in the international market.

During the seminar Ms. Amla, Designer informed the participants about various Trends for Spring/Summer & Autumn/ Winter 2014-15 along with the details of materials, finishes, textures etc. The seminar beneficiaries also raised few technical questions which were discussed and answered. Exporters were also keen to know the trends application on their respective product lines, which was explained by various examples, which clarified most of their doubts.

Mr. Rudy Rivera, Designer explained to the participants the importance of good display at stalls so as to attract attention of the visiting buyers and thereby increase business for the exporters. A thematic display of products highlighting the correct visual merchandizing was also done during the seminar and member exporters appreciated the live display presented to them.

The Seminar was concluded by informing the participants about NCDPD's Design Mentorship Activation Programme (DMAP) and the services offered by them to handicrafts exporting community for promotion of exports from the country. The DMAP aims at providing services of young designers to the exporters so that the benefit of creating new designs can be drawn from young designers who are keen to make an impact and produce good designs at a nominal cost.

Seminar was concluded by informing the participants about NCDPD and other following services offered by NCDPD :-

- Trends & forecast periodically
- Create and reinforce the uniqueness of Indian designs
- Provide updates of changing global scenario with reference to technical advancement
- Support and upgrade product development

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

Q1. How Trend Forecast helps the exporters and what is the general forecast for the Summer/Winter 2015?

Ans: Trend forecast is in fact an analytical method to find the basic theme, art, colour, design and type of material used for making the end product that may be used in the future seasons to come. It helps the exporters

in analysing these facts in advance with their capacity to produce so that they may tap the market in a proper and well prepared manner.

Since the fashion of the world is changing very fast and in a unique manner, it is suggested that the exporters should try to infer from the Trend forecast and prepare in advance before they exhibit their products in the targeted market. The general trend forecasts are as follows:

SUMMER

- Back to Originals.
- Digital Prints: Nature Theme.
- Glummygloss for high shines/alluring appeal.
- Daring mix with new concepts.
- Soft Polish on Jewellery.
- Linear Strata: 3D Look.
- "Mixed Metals" Electric blue and desert sand shades of metallic infusions and synthesized minerals.

WINTER

- Sea-Through: Transparencies.
- Cold to the touch.
- Perfect Perforation (Bags, Textiles, Furniture and even Jewellery)
- Raised Repetition.
- Artificial Animism.
- Irregular, weathered patterns.
- Delicate Filigree.

Q2. Are the trends forecasted here; apply to all country and regions?

Ans: The trend forecast discussed here are general in nature. It is not country or region specific, however, the trends are predicted to be followed everywhere in the developed countries in the summer/winter 2015.

However, the trends may differ from country to country or region to region. Each country and region may be symbolic of some colours, patterns etc. The requirement is also very much affected by the individual requirement of a particular buyer.

Q.3. Who is the trends setter?

Ans: The high-fashion reputed companies, renowned fashion designers who are generally the stakeholders to drive the fashion of the world, are the trend setter. It is their predictions mixed with market research (primary and desktop) elaborate the trends.

Q.4. What is the general time gap between the release of trend forecasts and the actual season? How does the time margin helps?

Ans: The trend forecasts are released generally 1-2 years ahead of the actual season. For instance, we are now studying the trend forecast for the season Spring/Summer Autumn/Winter 2015.

The idea behind such time gap is the fact that the manufacturers and designers should utilise the time to judge their capability, produce the samples and finally go for mass production as per their buyers requirement.

It is generally observed in India that we still look for the trends to be followed in 2014, which is quite late for the season. Such method of analysis should be avoided as far as possible.

Example: In December 2013, the exporters should start developing their products for Christmas 2014 so that they may be booked with order in early 2014 say, Feb to April and they may dispatch the goods well on time so that it reaches to the buyer by Sep/Oct 2014.

Q.5. What important things an exporters should keep in mind while designing its products for the coming seasons?

Ans: The following general conclusion may be taken into concept while designing the products for Spring/Summer Autumn/Winter 2015:

- No Bright Colour.
- Neutral Shades.
- Randomness in Geometrical pattern would be an attraction.
- Whites and Blue colour remain the attraction.
- Transparencies/See-through product may attract good number of buyers.
- Nothing very bright (shouting) to be used.
- If there is something to be very bright/shiny; the texturing should be done to balance it.

Q.6. If an exporter is planning to use ample quantity of Silver or Aluminium in its products, how it should be done taking into concern the trends?

Ans: The use of silver should be done such that it does not give a very shiny look. It may be toned down so that the brightness may be nullified. If the exporter wants to use Aluminium, it should not be polished to give a bright shine rather it should be used in its raw form with dull shine.

However if the shine part is its USP or necessity, the texture should be used to lower the brightness.

Q.7. I have received a confirmed bulk order from a buyer from EU having huge requirement of shiny/sparkling products. Should I consider it as a trend forecast for that country?

Ans: The individualism should not be mixed up with the mass requirements or general trend of that country/region. It may happen that the orders are given in bulk by a buyer whose design/theme goes against the trends. In such cases, the exporters should first of all try to complete the orders of that buyer and then look for the trends. Every country has its own colour significance, tastes, and preferences etc. that really influence the fashion of that country.



EPCH VICE CHAIRMAN ARSHAD MIR CHAIRED THE SEMINAR ON TRENDS, FORECAST AND VISUAL MERCHANDISING FOR SUMMER/SPRING & AUTUMN/WINTER 2014-15 AND PARTICIPANTS EAGERLY WATCHING THE PRESENTATION AT RAJIV GANDHI HANDICRAFTS BHAWAN NEW DELHI ON SATURDAY DECEMBER 14 2013



GLIMPSES OF THE SEMINAR ON TRENDS, FORECAST AND VISUAL MERCHANDISING FOR SUMMER/SPRING & AUTUMN/WINTER 2014-15 CHAIRED BY EPCH VICE CHAIRMAN ARSHAD MIR AT RAJIV GANDHI HANDICRAFTS BHAWAN, NEW DELHI ON SATURDAY, DECEMBER 14, 2013