

## Report on IILF 2012 & Theme Pavilion

*A vivid presentation of the Indian Leather Industry*



ITPO has been organizing India International Leather Fair in Chennai with great success. The brand IILF is very well established and recognized by the trade & industry not only in India but in overseas market also. A large number of companies participate in the show regularly. The foot fall of overseas trade visitors was very encouraging for this edition of IILF, held in Chennai.

Since its inception in 1985, the event has emerged as an ideal forum for presenting multi-faceted splendor of the Indian leather industry and is rated as the largest and best attended leather event in the South Asian sub-continent providing value for money to both buyers and sellers across the globe.

IILF 2012 had on display the entire range of products relating to leather industry from raw material to finished products and auxiliary products such as finished leather; shoes; shoe components - uppers, soles, heels, counters, lasts; leather garments, fashion accessories, leather goods - wallets, belts, gloves, portfolios, hand bags; saddlery and harness; machinery and equipment and chemicals.

IILF 2012 was a vivid presentation of the leather industry. Latest expressions of the trends, styles, designs and colours in world fashion were shown. The business visitors were attracted to exhibits displayed by more than 435 companies, including over 139 from more than 23 foreign countries.

### **“IILF – AN ICONIC FAIR”**

**Smt. Rita Menon, Chairperson & Managing Director, ITPO**



ITPO was extremely thankful to Hon'ble Union Minister of State for Finance who kindly took time off his busy schedule to be in Chennai to inaugurate the 27th India International Leather Fair. IILF 2012, a specialized business to business event, was a demonstration of India's strength and achievements in the field of leather and leather goods. The Chennai edition of the fair has now acquired an iconic status as an important leather event in South Asia region and attracted not only Indian entrepreneurs but a large number of overseas businessmen as well.

IILF'2012 presented the latest trends and innovations in footwear and leather goods for next Spring-Summer 2013 under its unique theme "Versatility". The Theme pavilion was an endeavour of ITPO, Council for Leather Exports(CLE) and CSIR-Central Leather Research Institute(CLRI) with active support of Indian Leather Industry.



IILF has played a catalytic role in showcasing innovative products, technologies and services and contributed to the economic growth of the country. Apart from mirroring the advances made by the Indian leather industry, IILF also provided a ready and reliable window to the status of the global market and its changing demands to enable the industry to review its marketing strategies and make it more effective and result-oriented. The strong overseas presence this year confirmed the International importance of this fair. It is hoped that the foreign participants take note of the highly conducive climate in India for investment on a big scale and the returns that these can offer.

The strength of the Indian leather sector has been low capital investment, high ratio of value addition with negligible import content, wide raw material base and high export potential. Most of all, the sector is one of the largest providers of employment particularly in the rural and semi-urban areas and millions from all corners of the country depend on them for their livelihood directly and indirectly. Indian leather crafts are known for unique expressions and represent age old culture and tradition of the country.

The Fair also projected a spirit of innovation and technology upgradation with several R&D institutes taking part. They have played a vital role in education, research, training, testing designing, forecasting, planning and technology upgradation relating to leather.

Undoubtedly, the growing importance of the fair is due to continued support from the Council of Leather Exports, other apex major leather bodies and associates. Therefore, apart from business transactions IILF is a driving force for promotion of the quality aspects in leather products and processes meeting the demands of the globalised economic system and that IILF 2012 helped the entrepreneurs to meet these goals.

## **ILF 2012: an encouraging sign**

**Shri M Rafeeqe Ahmed, Chairman, Council for Leather Exports**

The Leather industry, has been recognized as a focus sector by virtue of its significant contribution to the economy as a foreign exchange earner and employment provider has over the years, had its share of highs and lows. We must shape our agenda and take advantage of the opportunities presented to forge new partnerships and re-energize the existing ones. The focus this year for CLE and the Leather Industry will be on growth, learning, technology, cost cutting and knowledge sharing.

Some of the initiatives under implementation are in the area of facilitation of technological upgradation of the industry as well as capacity building and Skill Development of Human Resources for the industry.

Despite apprehensions of the negative fallout of the current global economic slowdown, we look forward to the year ahead with belief. An encouraging sign is that all the available space in ILF 2012 was fully booked, which is indicative of dynamism in the business.

ILF gave us the platform to showcase to the world our capabilities in design, manufacturing, fashion styling, merchandising and cost competitiveness. ITPO needs to be complimented for organizing this fair which seems to be outdoing its performance year after year.

ILF will no doubt continue to play a major role in the growth of the industry by bringing together more and more exhibitors and buyers from across the world.

ITPO, CLE and CSIR-CLRI also need to be complimented for setting up the Theme Pavilion showcasing the 'Best of India' merchandize as well as for co-ordinating the ILF Happenings – the Daily Newsletter which were very well received and appreciated.



## **27<sup>th</sup> IILF 2012: one of South Asia's biggest congregations**

**Shri Neeraj Kumar Gupta, IAS, Executive Director, India Trade Promotion Organization (ITPO)**



ITPO has been organizing India International Leather Fair in Chennai with great success. The brand IILF is very well established and recognized by the trade & industry not only in India but in overseas market also. A large number of companies who participated in the show were regulars. The foot fall of overseas trade visitors was very encouraging in this editions of IILF.

IILF has matured over the span of over two and a half decades in its appeal and material content. It can now arguably claim to be one of South Asia's biggest congregations of businessmen, technocrats, entrepreneurs in the specialized leather sector with its ever-increasing number of participants and buyers. This international event provided a platform for exhibiting the technical expertise achieved by Indian leather industry and also the developments taking place elsewhere in the world.

IILF 2012 was a vivid presentation of the leather industry. Latest expressions of the trends, styles, designs and colours in world fashion were shown. The business visitors were attracted to exhibits displayed by about 425 companies, including 136 from more than 23 foreign countries.

## **27<sup>th</sup> India International Leather Fair (IILF) 2012 ... overwhelming response!**

**Dr P C Sikroria, DGM, ITPO**

This time the fair attained International Levels and all exhibitors were fully satisfied and have attained their objectives of participating in the fair this year. All of them have expressed their willingness to participate in the fair again next year. There was an overwhelming response from the Industry as well as from the visitors both Domestic and International. This time the fair occupied an area of 9500 sq. mts. with over 435 companies out of which 139 companies were from overseas from 23 countries all over the world. Besides, ITPO also set up a Theme Pavilion with CSIR-CLRI, CLE and the Indian Leather Industry to provide Colour Trends and Fashion directions for the Spring Summer 2013 season. This was one of the most visited stalls and drew a lot of appreciation from the visitors as well as the exhibitors.

The facilities at this fair were upgraded in all sectors and efforts would continue to improve them further. Besides, IILF Chennai, ITPO is also organizing Leather related fairs namely International Leather Goods Fair (ILGF) 2012 at Kolkata from 18th to 20th February 2012, IILF Delhi and the India International Leather Goods and Garments Fair (IILGGF) at New Delhi from 5th to 7th July 2012. ITPO would like to THANK all its synergy partners for the successful conduct of this Mega Event and hope to receive similar co-operation in all their future events.



### **IILF 2012: growth in a plane and dimension that has not been seen before**

**Prof Dr A B Mandal, Director, CSIR-CLRI**

27<sup>th</sup> India International Leather Fair was a show case of India in the sector of Leather. IILF has matured over the span of over two decades in its appeal and material content. What has happened, what is happening and what will happen were all combined and showcased under one roof. It was a Team India effort and spirit. It marked the celebration of Cohesiveness and Partnership emanating within the country and of the country with other parts of Leather World.

Over the past years ITPO, CLE and CSIR-CLRI have been striving relentlessly to promote the image of Indian Leather industry in the international arena and their joint endeavour of a 'THEME PAVILION' at the IILF 2012, was yet another demonstration of their commitment to help the Indian Leather Sector surge ahead. This synergistic relationship was very vibrant and would help the Indian Leather industry gain a strong foothold in the global leather arena.

IILF provided a platform to display the capabilities of the Leather and Leather Product manufacturers and transact business globally. ITPO provided an enabling atmosphere and the participation of a large number of exhibitors was ample testimony to the opportunities that this exposition provided.



It was indeed heartening to note that IILF found strong support of not only the leather industry as a whole but also the apex leather institutions and associations who were worthy associates and lent their vast knowledge pool in galvanising the leather sector to showcase their repertoire of products to the buyers. CSIR-CLRI was indeed proud to be associated with ITPO in supporting this Fair actively.

I was also delighted that IILF Happenings – a compendium of the events at IILF being brought out by ITPO, CLE and CSIR-CLRI has become so popular and is now a chronicle being preserved to trace the history of IILF through the years. Congratulations to the Team behind this effort.

IILF 2012 has paved the way for a new path and growth in a plane and dimension that has not been seen before.

**IILF 2012: overseas participation at the fair was excellent**  
**Shri PR Aqeel Ahmed, Regional Chairman, CLE (SR)**

I was delighted at the response to the 27th India International Leather Fair. It has surpassed all expectations of visitorship and business transactions. The overseas participation at the fair was excellent. One of the most unique features of this fair was that you could source everything from raw materials to finished products under one roof and at one go. This year the Materials section as well as the product sections were very impressive and the presentation was of truly international standards. The Theme Pavilion conceptualized and set up by ITPO, CLE and CSIR-CLRI was indeed a marvellous spectacle. It clearly demonstrated to the world that India had indeed come of age in the world of fashion and we are in step with the best in the world. The Reverse BSM had very serious buyers and the success of it clearly indicates that India would be a most preferred destination for sourcing of leather products in the future. I learn that substantial business was transacted and the figures surpass all expectations. I THANK the CMD, ED and Team ITPO for their excellent stewardship of this Fair. The efforts and vision of the Chairman, CLE and Team CLE were laudable. We at CLE had great pleasure in presenting to you the 27th IILF 2012 and hope that this Fair grows in strength.

*Versatility:* Theme/ Trend Pavilion ... most photographed stand ... Trends for the future!

showcasing 'spring summer 2013'

ITPO - CLE - CSIR-CLRI endeavour supported by the Indian Leather Industry





### Spring Summer 2013

The world is exciting and fascinating –Versatility is the watchword – rapid rethinking and flexibility. The same goes for fashion. There is not just one theme, one look – only black or white. On the contrary, here too it is increasingly a question of versatility, of variable combinations and of nuances. Colours undisputedly remain an important fashion driver. The palette ranges through the entire spectrum of the rainbow.

The S/S 12 collections already set the trend. Vibrant colours have meanwhile conquered every market – from clothing and accessories to household goods, computers and furniture.

And for S/S 13, colour is being consistently developed. The new colours appear more sophisticated, subtler and more delicate – working with them calls for great sensitivity.

The overall impression was fresh, bright and very summery, conveying optimism and lightness.

Much recalls times past, with inspiration coming foremost from the 1950s. There were also Mediterranean influences and a lot of nature.

That naturally set new priorities when it came to using materials and leathers.

Everything was now finer, frequently with significantly more gloss, through to metallics – the overly rustic and faded was increasingly disappearing. The same applied in the sporty-casual arena.

“Versatility” was a Celebration of Creativity where the ultimate creative expression was used as a template to showcase the myriad moods reflective of the Spring Summer 2013 season.

The exquisite merchandise exhibited at the Theme/Trend pavilion was the central focus of the Fair and attracted all the connoisseurs in large numbers. With INNOVATION as its perspective, the products adorning the Theme Pavilion drew appreciation from the Global Leather Community who marvelled at the quality, finesse and conceptualization as well as the layouting of the Theme Pavilion.



**'Versatility' was presented in three groups, namely:**

**LUMINOUS BRIGHTS:** It was a theme for all those who lay claim to being sophisticated and a little elitist. Everything appeared neat, discreet, bright, as if flooded with light, transparent and uncommonly light – just like the air, a delicate breath.

**POWERED PASTELS:** This was a colour theme that bubbled with energy and irony. There were countless surprises, as the fresh mix of retro influences, Neo-Romantic and sportiness were without compare. A little kitschy and seductive, yet still cool, with a pinch of romanticism and the charm of the 1950s.

**VIVID NATURALS:** The world of the exotic and the imagination – paradise. The vital energy of nature served as an important inspiration. The focus was on the vegetation of the tropical rainforest. Felt how the cultures melt together.

## 'Versatility in Contrast'

conceptualized and presented by **ITPO –CLE – CSIR/CLRI** supported by the **Indian Leather Industry.**

The **THEME PAVILION** emblazoned the glory of the Indian Expertise in the Design and Development of exquisite and high Quality **LEATHERWARE** from Finished Leather through to **LEATHER PRODUCTS**. Jostling for Space in this arena were the "BEST of **INDIAN MERCHANDIZE**" sourced from the leading manufacturers who catered to the world's leading brands. The display at the **THEME PAVILION** was a feast for the Leather Connoisseur and an eye-opener for the discerning international buyers.

### Partners in Progress

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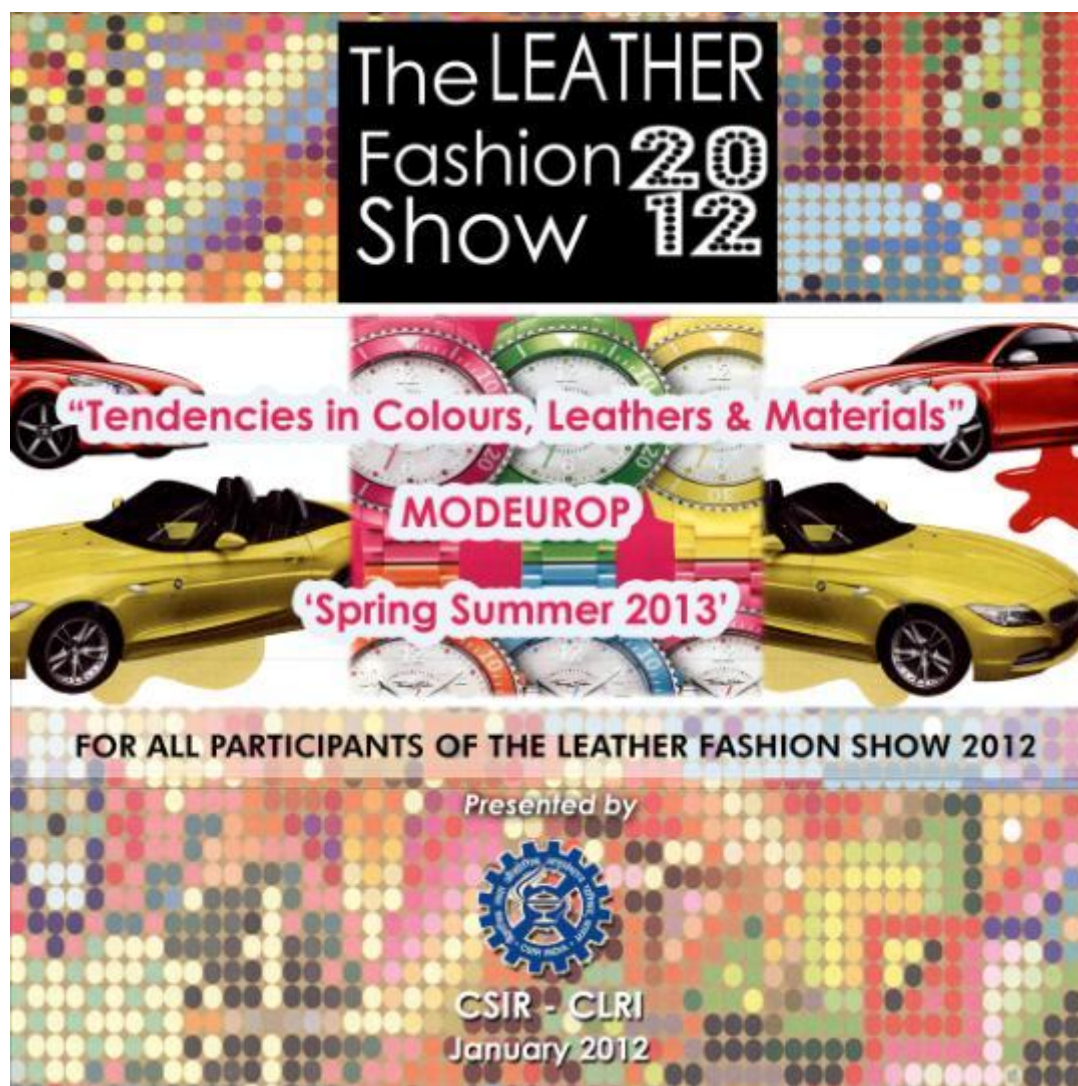
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..... the snapshot moments at the Theme Pavilion at IILF 2012.

## CSIR-CLRI @ Leather Fashion Show 2012



**“We are excited about CSIR-CLRI participation in the 2012 fashion show”**

**“We always start with your inputs regarding the forthcoming season - Colors, Styles etc. Without your inputs we are lost.”**

**- Shri Sateesh Jadhav, Convenor, Leather Fashion Show 2012**

The Convenor of the Trade Dinner & Fashion Show Committee, Shri Sateesh Jadhav kindly invited CSIR-CLRI to CONCEPTUALIZE the Leather Fashion Show 2012 and also present a sequence.

CSIR-CLRI worked with the participating companies to showcase their range of products in accordance to the Spring Summer 2013 trends.

The Companies were very appreciative of CSIR-CLRI's inputs and their dazzling display was appreciated by all.

CSIR-CLRI's sequence of Leather Colours and Textures which was so tastefully displayed as 'sashes' by the models was exciting and fascinating and in fact deemed to be the 'best sequence' of Fashion Show 2012 by many.

*Versatility*  
showcasing

**MODEUROP**

'spring summer 2013'

presented by



**CSIR-CLRI**

This evening, **CSIR-CLRI** presents ... *Versatility*

**MODEUROP**



CSIR-CLRI

Leathers & Colours for the Spring Summer 2013 season

**MODEUROP**

The world is exciting and fascinating - Versatility is the watchword

**LUMINOUS BRIGHTS**



flooded with light, transparent and uncommonly light

**POWERED PASTELS**



bubbling with energy and irony

**VIVID NATURALS**



The world of the exotic and the imagination

'Versatility in Contrast'

The MODEUROP Colours for Spring Summer 2013 season will emblazon the Ramp in a short while !







