‘The “Theme Pavilion” was very impressive and proved our mettle to cater to the consumers globally’

... said Shri LC Goyal, Chairman & Managing Director, India Trade Promotion Organization (ITPO) in his address during the Inaugural Ceremony of 31st India International Leather Fair (IILF) 2016 on 31st January 2016 at the Chennai Trade Centre.
ITPO-CLE-CLRI in association with the Indian Leather Sector presented “Spring Summer 2017” season through a Theme Pavilion:

“INDIAN LEATHER INDUSTRY - Always on the Move!”

at the India International Leather Fair 2015, 31st January - 3rd February 2016 at the Chennai Trade Centre.

At centre-stage was: Special focus for Growth of the Sector & ‘Comfort Shoes for Men’ and ‘FeetScience’ focusing on New Technology!
Comfort Shoes for Men
A CSIR-CLRI endeavour under “Science & Technology Revolution in Leather with a Green Touch”

CSIR-CLRI demonstrated to the discerning, its new development of the Comfort Shoes for Men incorporating ‘design innovation’ and comfort elements’.

**CONCEPT:** A ‘comfortable’ and ‘breathable’ shoe for the discerning man who wears shoes for work between 8-12 hours a day is conceptualised. Changes in volume of foot during the day, perspiration inside the shoe and foot comfort are some important characteristics addressed in this SHOE.

**Design:** A ‘Derby’ style is chosen with broguing on vamp for extra style, quarters with padded collars and an almond shape toe on a G-fitting (MEDIUM FITTING LAST) for elegant looks is chosen.

**Last Parameters:** The G Fitting last in Almond shape was chosen

**Upper:** Cow black crust leather in thickness 1.2 mm to 1.4 mm finished in black shine meltonian wax for rich look and polishability.

**Lining:** Olive Green cow leather with jersey foam of 3 mm thickness for padding and cushioning at the vamp region.

**Insole/ Sock:** Removable insole sock with 6 mm foam for heel cushioning

**Outsole:** 4 mm rubber sole with 3 mm EVA mid-sole for good bounce. Light in weight.

**Heel:** Mix of wood and rubber.

**Others:** The shoes were provided with a removable insole for use on alternate days and also an additional pair of laces in a STRAIT, CSIR-CLRI and KETHINI branding.

KETHINI is the Industry partner in this endeavour.
The FeetScience range of shoes, which have been scientifically designed to keep feet happy and healthy. FeetScience places emphasis on three core attributes – Scientific, Energetic and Empathetic. The company has used its knowledge and profound understanding of foot science to design and customise offerings for different applications and usages that enhances the importance of ‘foot health’ and accordingly has developed products that provide better comfort, styling and health benefits in the long run.

Shri M Rafeeqe Ahmed, Chairman, Council for Leather Exports (CLE) in his address during the Inaugural Ceremony opined that “Change” is the essence of trade and more so of International Trade. And quoting Mr Winston Churchill, the former British Prime Minister, he added that “To improve is to change; to be Perfect is to change often.” He also informed that the Father of the Nation, Mahatma GandhiJi said that “Be the Change that you wish to see in the world.” He added that the Indian Leather Industry had also changed its image from a raw material exporter to a leading supplier of high quality value added products.

He stated that the industry had demonstrated that set the Trends by consistently winning the MODEUROP Colours every year and that ‘Spring Summer 2017’ was being displayed at the Theme Pavilion.
He added that: The Government of India had identified the Leather Sector as a Focus Sector in the Indian Foreign Trade Policy in view of its immense potential for export growth prospects and employment generation.

Accordingly, the Government is also implementing various Special Focus Initiatives under the Foreign Trade Policy for the growth of leather sector. With the implementation of various industrial developmental programmes as well as export promotional activities; and keeping in view the past performance, and industry’s inherent strengths of skilled manpower, innovative technology, increasing industry compliance to international environmental standards, and dedicated support of the allied industries, the Indian leather industry aims to augment the production, thereby enhance export, and resultanty create additional employment opportunities. The Leather Industry holds a prominent place in the Indian economy. This sector is known for its consistency in high export earnings and it is among the top ten foreign exchange earners for the country. With an annual turnover of over US$ 12 billion, the export of leather and leather products increased manifold over the past decades and touched US$ 6.5 billion during 2014-15, recording a cumulative annual growth rate of about 13.10% (5 years). The success of these initiatives can be witnessed at the displays throughout the fair.
The India International Leather Fair (IILF) is a unique initiative from the ITPO and over the years it has successfully showcased India’s dynamic and modern face in the Leather and Leather Product sector. This fair helped reiterate the fact that India was a major gainer from emerging global trends by presenting its capabilities and potential to the world in a very interesting format.

The IILF is a meeting point to discuss and showcase our capabilities to our clients. The atmosphere was very congenial for business discussions and transactions. ITPO and CLE provided the enabling touch and I would like to congratulate the team behind this endeavour for their excellent work.

Technology advancements, Design and Fashion Trends and New Material development were the focus of dissemination through IILF which has now emerged as a one stop shop for all requirements vis-à-vis the leather and leather product sector.

CSIR-CLRI is proud to be a partner in this fair, said Dr Rose.
‘Trends for Spring Summer 2017 season’

Although the fashion carousel seems to be turning ever faster, there are luckily some stable pillars for fashion activities to rest on and for creative minds and visionaries to resort to. They are also making it clear that fashion always follows a continuous development path and that a trend neither stops completely nor takes off like a rocket overnight. Commercial acceptance and implementation mostly take a lot longer than we would like to think and this rule does not only apply to the up-market segment and the corresponding materials and finishes. A conceptual design has been prepared for the theme - Always on the Move.

The MODEUROP WORLDS has been used as a thread to string together the three sub themes:

1. Refining – Less is More – but Less Needs Class!
2. Gardening – Welcome to the Fantasy Lab!
3. Controlling – Business, Leisure and Sport!

Less is More – but Less Needs Class! The clear concept! The establishment! The world of all things neutral. Don’t be afraid of boredom. Classic does not mean standing still. Finish and nuances make for renewal and refinement here! This is all about class, upgrading, sophistication and modern luxury. Simply the best! The high quality of the materials is in focus here. Shimmer and gloss remain important but you often find them in contrast with a dull, clear look. Typical protagonists include Metallics and patent versus nubuck and suede. This look is determined by monochrome colour schemes that are well-established. Soft shades and graduations are natural and permitted. New are contrasts and the clash with those darker “new arrivals”. You can feel a certain strictness and discipline along the lines of classic menswear but also coolness and calmness in this fine colour spectrum so elegant. The most important tones originate from the grey scale. Light to dark, from pearl grey to titanium, complemented by light, creamy hues with a touch of powder pink. Sandy nuances, brown and neutral taupe as well as summer camel complete this range.
Concept for the Theme Pavilion: **REFINING** A classic looking Pillar, light colored Flooring and product display Podium have been used to depict Refining. Pillars given Metallic look spread a feel of certain strictness and discipline along the lines of classic menswear. Soft white shade for Flooring and product display Podiums give them elegant look i.e. coolness and calmness!

**Welcome to the Fantasy Lab!** A divided world: either very natural, real, authentic echoing the lush splendour of botanical gardens and parks or the virtual, digital cyber world that presents us with floral images that are totally alienated and heightened – as long as it is imaginative. Dreaming is permitted, be it in fairy tales or science fiction – as are romanticism and nostalgia. After all, one can still feel retro influences from the past decades.

This theme comes across as extremely positive. You can feel the happiness, the poetry, the charm, the femininity. But pondering and sustainability are also part and parcel of it because the awareness for nature, for our environment is a collective, global theme. Colours are fresh, cheerful, merry but never too loud because they are “amplified” and categorised by the material features – from dull and sun-bleached to iridescent and high-gloss or even synthetically artificial. Here we look to the colours of flora and fauna. We see gardens out in the country or in the big city where urban gardening is becoming increasingly popular. Add to this, inspirations of endless fields of grain and a harmony with nature. However, exciting underwater worlds also come into play. Which is why we look to coral and geranium, pool blue or frog green, maize yellow, wheat or honey. A whole new colour generation is emerging, which toys with the interplay of natural flower tones and the almost kitsch colours of cyber paradies.

Concept for the Theme Pavilion: **GARDENING** Color combination of Flowers, plants and neon lighting on branches represent the Freshness, Happiness of Gardening. This theme has been used a backdrop for an eye-level cheerful contact for audience welcoming to the world of Fantasy and Fairy Tale!

Control and data checks are part and parcel of our everyday life these days. No sphere of life is excluded – be it business or leisure and sport. But it takes discipline, one of the most important virtues of the 21st century. Control and structure give this colour story two new directions: On the one hand, there is the world of work with the buzzword “Engineering”. It is associated with such terms as high tech, constructions, function and probably also an industrial background with a darker, gloomy colour spectrum: either high gloss with steel, chromium and technical materials for metallic accents or somewhat soiled, blurred, oxidised and with patina. Digital vintage, optical alienations and
camouflage hybrids round off this colour picture typified by very deep, dark blue, green and red shades. And this is all NEW for sports and leisure! Because it is in contrast with the clarity, brilliance and cleanliness of sports colours, which echo those typical flag tones with high-vis red, radiant blue and, of course, white and black, time and again. This is about dynamism and exercise, function and protection. And it asks for innovative, smart materials, for smart products and finishes boasting numerous benefits such as stretch, transparency and waterproofing.

**Concept for the Theme Pavilion: CONTROLLING** Strategically placed products in metallic block structure highlight the Controlling, stability and confidence. Vibrant colors like dark blue, green and red combines Sports and Leisure!

The THEME PAVILION radiated the dexterity 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” from the crème de la crème manufacturers who cater 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 – a gateway to IILF 2016, Chennai.
**Partners in Progress:**

CSIR-CLRI, in partnership with its Industry partners translated the ‘Concepts, Design Ideas and Trends’ to develop a Range of Leather and leather products in consonance with the Spring Summer 2017 season which were showcased at the Theme Pavilion.

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In picture: Dr C Rose, Director, CSIR-CLRI releasing a ‘first copy’ of the booklet on the Theme pavilion to Shri KR Vijayan, Vice President, ISF & Vice Chairman, IFLMEA
The IILF 2016 Daily Happenings was released by Shri M Mohamed Hashim, Chairman, KH Group and the first copies were received by Dr C Rose, Director, CSIR-CLRI, Shri Nari Kalwani, Asian Leather and Shri Naresh Bhasin, Regional Chairman (WR), CLE.
The Daily Happenings - a Newsletter, captured the essence of the Fair and featured information on the New products, Fair Facts, Group and Country participation, Seminars and Impressions from a cross-section of the visitors. This Newsletter’s content and editing was co-ordinated by CSIR-CLRI in association with ITPO & CLE.