



CLE, ILPA, FREYA-IIDF, CSIR-CLRI  
INVITE

# KAHAANI

SPRING SUMMER 2014

**Curtain Raiser**  
MODEUROP Autumn Winter 14/15 season

11.00 am on Friday, 22<sup>nd</sup> February 2013;  
Freya-IIDF Design Studio, Bantala, Kolkata



## Technology and Trend Dissemination Seminar 22<sup>nd</sup> February 2013, FREYA-IIDF DESIGN STUDIO, BANTALA, KOLKATA A Report

CSIR-CLRI in association with CLE, ILPA and FREYA-IIDF presented a **Technology & Trend Dissemination Seminar** in Kolkata on **22<sup>nd</sup> February 2013 at the FREYA-IIDF DESIGN STUDIO, BANTALA, KOLKATA**. Titled **“KAHAANI”** - the Dissemination Seminar received an overwhelming response from the leading Leather, Leather Product and Chemical Manufacturers from the region who actively took part in the programme.

The dissemination programme covered:

**INNOEST: Innovative estimating software for calculating consumption of leathers by Team CSIR-CLRI**

**New Leathers for Handbags by M/s R Y Gaitonde & Co**

**MODEUROP Colour Trends & MODITALIA Texture Trends for Spring Summer 2014 season with review of MODEUROP Autumn Winter 13/ 14 season and a preview of MODEUROP Autumn Winter 14/ 15 season by Team CSIR-CLRI**



The **salient highlights** of the Dissemination Seminar are captured below:

**Shri Tapan Chattopadhyay, Regional Director, Council for Leather Exports, Kolkata** welcomed the gathering and gave a gist of the background of the programme. He introduced the dignitaries and complimented Shri AK Chatterjee, Member, Committee of Administration, CLE for his valuable service to the industry; fervently thanked Shri Tapan Nandi, Regional Chairman (ER), CLE for his untiring interest in the promotion of the Leather industry in the region; showered encomiums on Shri Shankar Dawn, President, ILPA for his support and thanked Dr BN Das, Chief Scientist, CSIR-CLRI for the support received from CSIR-CLRI for the development of the Leather Sector.

He then invited **Dr BN Das, CSIR-CLRI** to make his presentation on **INNOEST: Innovative estimating software for calculating consumption of leathers**. Dr Das prefaced his presentation by thanking CLE, ILPA and FREYA-IIDF for hosting this Dissemination Seminar so purposefully over the last six years.

Dr Das highlighted the objective of INNOEST as taking a set of patterns and to accurately predict the area of Leather / lining material that would be used for an article going into production. He said that this was important because an accurate figure for estimation of Leather Consumption was essential because the 'Leather Consumed' is the largest single item of cost in the total cost of the Product and the profitability of any company depended on accurate costing. He also stated that the Material



Consumption Norm is used to demonstrate to the Clicker his target when cutting up leather and this figure could be used as a basis for incentive payment or Leather Saving Bonus.

He drew the attention of the audience to the limitations of the existing systems and highlighted the Salient features of INNOEST as being a Stand Alone software developed on JAVA Platform which was Platform independent and could directly import patterns can directly be imported in as a 'dxf' file independent of any CAD system. He also explained the work-flow and the Logic Flow of the software program. Flagging the Advantages of this software, Dr Das said that this software directly supported the dxf file and the Error messages were shown then and there itself while interlocking. He continued that the calculation of first wastage, second wastage and third wastage was possible in a single interface and that Multiple results could be stored and the most efficient and optimum interlock could be selected automatically by the software.

He concluded his presentation by stating that INNOEST would find readymade application in any Leather Product manufacturing unit for use in deciding the Cutting norms, Estimating clicker efficiency, Costing accurately and Optimizing material usage.



**Shri Gautham G, CSIR-CLRI** then "Demonstrated" the INNOEST Software through a live example using patterns of a Leather Goods Style. He explained the detailed procedure of first Laying out the patterns by reading in the patterns via a dxf file, Separating the patterns individually, Nesting the patterns by laying it adjacent or by a 180 degree flip ensuring minimum amount of interlocking waste, Repeating until original outline is surrounded by patterns, Marking the vertices of a parallelogram formed by the nested patterns and Finding the area of the parallelogram. He also explained the concept of the First Waste as the "Interlock Waste" of patterns, Second Waste as the wastage due to the Average Pattern Size and the SKIN Size (Spread of Skin) and Third Waste as the wastage due to the 'CUTTABILITY' of the Leather (or Grade/ Quality of Leather used).

He computed the Consumption Norms for a Leather Goods style by interlocking the patterns, adding the second waste, adding an allowance for the shape of the leather, adding an allowance for the quality or cuttability of the leather. He then summed up all the allowances and computed the Clicker's Standard Footage i.e. the Leather Consumption Norm for the Leather Goods style. The software presentation generated a lot of interest and interaction with questions being asked of the methodology of pattern nesting, quality of leather used and Costing of the software package.

**Shri Md. Sadiq, CSIR-CLRI** then explained the rationale behind holding the "Trend and Technology" presentation in Kolkata and substantiated his remarks by informing the audience about the development of Intelligent Shoes using Micro-chips, which were used by parents to track their school going children for ensuring their safety. He also expressed deep satisfaction at the high level of interaction at the seminar and stated that in future as well, Technology and Trend Seminars would be held concurrently.



He then introduced **Shri Saji Titus of M/s RY Gaitonde & Co.** and said that he would present a range of finished leathers which were of huge size and possessed very high cutting efficiency and were reasonably priced. He said that this was a great technical advancement for making leather goods and hand bags of excellent quality.

Shri Saji Titus began by thanking CSIR-CLRI for the opportunity given to his company to present the prospects of using imported finished leather for the Leather Goods industry. He stated that Kolkata's craftsmanship/skills were among world's best but the vagaries in the supply of leather from domestic sources necessitated the need for alternatives. He listed out the advantages of imported finished leather vis-à-vis their Size, Quality, Cutting co-efficiencies, Quantities and Grading parameters and cited the examples of cow leathers from Korea and Italy which had all the listed advantages.

Shri Saji Titus suggested the concept of consumption per unit and outlined a Road Map for the industry which would involve the development of collections using imported leathers with Differential pricing on products and the present them to appropriate clients. He also exhibited his leathers which drew a lot of attention and interaction.



Post this presentation, **Shri Md Sadiq, CSIR-CLRI** then recalled the Past and Present Presidents of ILPA since its inception and called those of the Past Presidents who were present as well as the current President on stage. He then read out the Director, CSIR-CLRI's message extending its Congratulations to the Indian Leather Products Association (ILPA) for the successful completion of its Silver Jubilee and expressing its sincere appreciation to ILPA for its valuable and stimulating contribution to the Growth and Development of the Indian Leather Sector and wishing it success in all its endeavours. A framed certificate with this message was then presented to the ILPA Presidents past and current by Dr BN Das, Chief Scientist, CSIR-CLRI on behalf of Director, CSIR-CLRI.



Shri Sadiq also thanked the Synergy Partners CLE, ILPA and FREYA-IIDF for their unstinted support and co-operation and acknowledged the encouragement received from them in staging this presentation here. He also thanked M/s RY Gaitonde & Co. for so readily agreeing to display their range of leathers



at the dissemination programme. He also thanked the co-sponsors M/s BASF India, M/s Clariant Chemicals Ltd., M/s Colorants, M/s Colortex Ltd and M/s Stahl India Ltd. for their partnership and conveyed his deep sense of gratitude to them for walking hand-in-hand in this exciting journey. He also acknowledged the Design Intelligence from MODEUROP Fashion Pool, Germany, Centro servizi, Italy and Promostyl.



**Shri Md Sadiq, CSIR-CLRI** then commenced his detailed presentation of the MODEUROP Colour Trends for the Spring Summer 2014 season with a quick overview of the Theme of the season: Back to reality. He also flashed the three colour stories of the Spring Summer 2014 season namely Reality, Art and World with illustrations of the textures, products and ranges of these colour groups. He then proceeded to give an 'Evolution of Colours for the Spring Summer 2014 season' through a chronology of events which flagged the important milestones in the evolution process.

He started with the Curtain Raiser for the MODEUROP Spring Summer 2014 season which was held on 24<sup>th</sup> August 2012 at the Indo-German Urban Mela in Chennai, where the tendencies in Leather Colours were released. This, he opined, was 70% of the work done to arrive at the new season's colours. He also drew attention to the MODEUROP Fashion Experts meeting at Lineapelle to freeze on the colour groups and themes of the new season, which he informed was about 80% of the way covered leading upto to the selection of the new season's colours. He also recounted the Trend Dissemination Seminar titled "Coming Back, Kolkata - Three Seasons" in Kolkata in August 2012 where the three seasons covered were: Spring Summer 2013: to enable the Leather Goods Manufacturers assimilate the directions in Colours, Materials and Accessories ahead of the September 2012 expositions in Europe; Autumn Winter 13/14: to enable them to gear up for the next edition of the International Expositions and Spring Summer 2014 season: to enable the Tanners for Eastern Region to participate in the MODEUROP endeavour by developing leather/ colour proposals for the Roundtable.

He then pointed out that the next event was the SHOWCASE: MODEUROP Spring Summer 2014 season in preparation for the MODEUROP Roundtable & Colour Club Meeting for the Spring Summer 2014 season, in which 20 Tanneries & Chemical Companies had readied 485 leather/ colour proposals for the Spring Summer 2014 season. At this event the Lineapelle Trends for the Autumn Winter 2013/14 season were also released. He also described the three colours groups Drama, Shadow and History in great detail. Shri Sadiq also recalled that the Modeurop Fashion Trends for Shoes, Handbags and Accessories for the Autumn Winter 2013/14 season were readied and disseminated to the industry and provided with graphic snapshots of the Handbags and Accessories in vogue under the three sub-themes of Drama, Shadow and History in the leading fashion capitals of the world which was presented as a "Store Check." He emphasized that the information disseminated would be apt and in time for exposition at the MIPEL Fair in Milan and the International Leather Goods Fair in Offenbach in March 2013.

The journey continued with the MODEUROP RoundTable & Colour Club Meeting for the Spring Summer 2014 on 6 and 7 November 2012 in Graz, Austria where the Leather Colours were decided. The Indian presentation by Shri Sadiq was titled "Painting the World in Indian Colours." The Roundtable started with the the Members of the Fashion Committee of MODEUROP Fashion Pool engaged in the process of pre-selection of colours from the wide selection presented by Tanneries from India, Italy and Germany followed by a review of the Autumn Winter 2013/14 season and the process of Colour Voting for the TOP Colours for the season commenced, he said.



**Shri K Dayalan, CSIR-CLRI** then 'showcased' the Top Colours for the Autumn Winter 2013/14 season and displayed these colours to the members present. The audience at the seminar were very appreciative of this effort and opined that it added a lot of value to the presentation.



Continuing with his presentation Shri Sadiq then dwelt at length on the Trends for the Spring Summer 2014 season in the three sub-groups of Reality, Art and World. In the reality group, he added that it was all about clear statements with classic elements for an urban look and the Inspiration is taken from architecture with evidences of Japanese and Scandinavian influences. The Art Group, he explained was like a 'circus of cultures' and importantly the more intense the colours, the more striking the art and for this reason this group comprised a mix of delicate, icy or metallic pastels and vibrant intense shades of colour. He added that the World Group consisted of colours of our planet and included earthy shades of brown, watery blues and greys and neutral sand and khaki tones.

In sync with the presentation, **Shri K Dayalan categorized the Leathers in these different groups** and exhibited it for the benefit of the audience who could then easily relate to the presentation being made by Shri Sadiq.



Shri Sadiq then took us through the exciting process of Colour Selection and Colour christening at the Modeurop Roundtable and informed the audience that out of a total of 32 colours selected as 'MODEUROP' for the Spring Summer 2014 season for both Shoes/Accessories and Leather Garments, 22 colours featured from Indian proposals and in this 14 out of 21 colours were in the Shoes & Accessories category and 8 out of a total of 11 colours were in the Leather Garments category.

In the chronology of events for the season, Shri Sadiq then highlighted the release of the MODEUROP Colour Card for the Spring Summer 2014 season at the CII-NID Design Summit on 14 December 2012 in New Delhi which was a global first. This, he informed the members present, was almost 100% of the way for the season's trends.

The presentations by Shri Sadiq resumed after a short break and he then gave an Italian perspective on the Textures by going through the MODITALIA Texture Trends for the Spring Summer 2014 season. He then proceeded to discuss the Leather Trends from Le Cuir, Paris which presented a Vision of Freshness and Brightness. The color map, he said, showed a mix of intensity and fresh, from natural and artificial, from ultra-matte, gloss and metallic. The leathers were Soft with an easy grip and with a silky shine and Gold was the new metallic effect, he described. Prints were popular, he said with all possibilities from natural motives up to digital alternatives. There was a lot of Creative Fantasy, he said and gave the example of the the new Bi-Effect which had Nappa matt on the one side and shiny structures/effects on the other.



**Shri Md Sadiq, then raised the Curtains on the new season : Autumn Winter 2014/15** and highlighted the theme as 41 colours: a chromatic phrase which he explained as the inflections and intonations of colour and ranges and their passage from one to another of the stories they tell and how we are guided by the nuances and variations of the Chromatic Phrase of 41 notes. Describing the first group as GREEN BEAM, he said that they were a luminous, slightly creamy green tone to highlight the silhouette, to use in small touches, much as a neon tone which could be used as a beam of color to place on topstitching, a zipper, a lace or a small accessory in a very soft, minimalist - street style. The TACTILE WHITES, he explained were barely tinted whites which are very subtle - but tangible, like a sort of braille color chart. Their discreetness of color is counter-balanced by their reflection, relief and touch. Continuing, he said that, the OMNI-GREYS were a continuation and greenish-greys, a family of chic multi-purpose tones; either mineral or misty, grainy or hazy like a crescendo swelling from the lightest to the darkest, ultra-matte or varnished. The FOLK MULTICOLORS were a folkloric colorama of three felted pastels in association with the traditional duo; red and blue, Two-tone and multicolor harmonies for dots, small flowers, checks and colorblocks that interlock in all candor and roundness, like Russian nest dolls, he underlined.

He concluded his presentation with a Colour by Colour analysis over the last three winter seasons and demonstrated the evolution of these colours.

Shri Sadiq then presented the 'Calendar of Events' for the MODEUROP Autumn Winter 2014/15 season and left the audience with a mesmerizing video of how innovative companies can be and queried the audience as to "when the whole world was innovating, then why not us?"

## RELEASES

The '**KAHAANI**' CD comprising all the Trend presentations made at the Dissemination programme was released by **Shri Tapan Nandi, Regional Chairman (ER)** and the **first copy** was received by **Smt. Antara Kumar, Executive Director, FREYA-IIDF**.



The **tendencies in Leather Colours for the MODEUROP Autumn Winter 2014/15 season** was released by **Shri Tapan Nandi, Regional Chairman (ER)** and it was received by **Shri PK Bothra, Managing Director, Creative Ltd., Kolkata** in the august presence of **Shri AK Chatterjee, Member, Committee of Administration, CLE**, **Shri Shankar Dawn, President, ILPA** and **Dr BN Das, Chief Scientist, CSIR-CLRI**.



**Shri Tapan Nandi, Regional Chairman (ER), CLE** thanked the team from CSIR-CLRI for coming to Kolkata again and again and disseminating the fashion intelligence which has been found to be immensely beneficial to the members from this region.

**Shri Shankar Dawn, President, ILPA** congratulated the CSIR-CLRI team for their excellent presentation and opined that the 'Kahaani' or story presented by them needed to be followed by the companies to reach their goals. He also took the opportunity to remind the members present that two very important events namely the India International Leather Goods Fair from 15-17 March 2013 and the Fashion Show on 16<sup>th</sup> March 2013 commemorating the Silver Jubilee of ILPA were being organized by ILPA and requested all the members to participate and make these events a grand success.

**Shri Alok Prakash, Vice President, ILPA** shared the details about the Fair as well as the Fashion Show, which he said was being organized very professionally and informed the members that they could invite their buyers to these events which would be facilitated by ILPA.

**Shri AK Chatterjee, Member, Committee of Administration, CLE** formally proposed the Vote of Thanks. He commended CSIR-CLRI for their very informative presentations and said that every time they added a new flavour to their presentations which made it very interesting. He opined that these presentations were very important and informative and would help the members be prepared in advance for the season ahead. He also thanked M/s RY Gaitonde and Co. for displaying their leathers and requested the members to utilize these value added leathers for their products. Shri Chatterjee felt that these presentations would lead to introspection and in turn would help the industry to innovate. He also expressed his happiness at the number of young faces in the audience and requested for a feedback from the participants to further tune the presentations to their needs. He concluded by thanking FREYA-IIDF for co-ordinating and organizing this Technology and Trend Seminar.

Post the presentations, the members present visited the Exhibition displaying the **MODEUROP Leathers for the Spring Summer 2014 season** and the **TOP Colours for the Autumn Winter 13/14 season**. They also had a look at the **MODEUROP Colour Cards** on display as well as the **MODITALIA Texture Trends**. They were visibly impressed with the display and the wealth of information. The display of imported finished leathers by M/s RY Gaitonde & Co also evoked a great deal of interest and business enquiries.



# PHOTO-GALLERY





## PHOTO-GALLERY

