

Coming Back, Kolkata

'3 seasons'



CLE

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A Report

CSIR-CLRI in association with the Council for Leather Exports, FREYA-IIDF Design Studio, Indian Leather Products Association conducted a Trend Dissemination Seminar titled **"Coming Back, Kolkata - Three Seasons"** on **Wednesday, 29th August 2012** in Kolkata at the Freya-IIDF Design Studio in Bantala, Kolkata.

The 3 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. The MODITALIA Texture Trends were also presented. Leathers & Materials for the Autumn Winter 13/ 14 season were also showcased.

Spring Summer 2014 season: to enable the Tanners for Eastern Region to participate in the forthcoming MODEUROP endeavour by developing leather/ colour proposals for the Roundtable.



A review of the proceedings of this Dissemination Program is recounted below.

Mr Tapan Nandi, Regional Chairman (Eastern Region), Council for Leather Exports in his Welcome Address expressed his satisfaction at seeing so many new faces in the audience. He was particularly happy that a large section of the audience comprised young and energetic members for the industry and this, he said, was a good sign for the future of the Leather industry in this region. He welcomed his 'Beloved Friends' from CSIR-CLRI and said that everyone present were eagerly looking forward in anticipation to the presentations from CSIR-CLRI who would be sharing a wealth of information and hoped that the industry members would interact actively and benefit from the presentations.

Mr Nandi said that Leather and Leather product manufacturers have to cope up with 'New Fashion and New Colours' as the Market was always dynamic and fast-changing and it is here that the help being rendered by CSIR-CLRI through their Dissemination Seminars is of vital importance to the industry. He exhorted the Kolkata Leather industry especially its new generation to be pro-active and aggressive and restore the primacy of Kolkata in the area of leather and Leather products.

Mr Nandi also touched upon the new opportunity that had arisen because of the slowing down in China and underlined the fact that infrastructure needed to be developed to match the exacting demands of the customers worldwide.

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Mr Anup Kumar Chatterjee, Member of the Executive Council of ILPA welcomed team CSIR-CLRI to Kolkata and lauded the special interest being taken by them to come to Kolkata regularly and always present something different that was useful to the Leather Industry in the region.

He stressed that the members must take advantage of the information being presented by CSIR-CLRI and put it to very good use in their businesses and convert it as their strength.

Mr Chatterjee opined that knowledge based interactions like the CSIR-CLRI seminars were very important to keep abreast of the changing fashion needs. This, he said, would help the industry to put 'its best foot forward' to its customers.

Mr Sankar Dawn, President, ILPA said that he was always eager to listen to the CSIR-CLRI Trend presentations as they were a minefield of information which was very beneficial to the leather and leather Product manufacturers.

He said that 'colour' was a very important facet of our lives be it through smiling, through dress or in any other form. Colour was also very important for displays in Showrooms to make the products attractive and sell quickly, he said. 'Colour' gives strength for survival, he opined. Concluding, he said that the presentation would surely make all our businesses more colourful.



Release of the "Coming Back, Kolkata – 3 Seasons"

The World of Leather Trends for the MODEUROP Spring Summer 2013 Season, Autumn Winter 13/14 Season and the Spring Summer 2014 season as well as the MODITALIA Texture Trends for the Autumn Winter 13/14 season were then released as a DVD version by Mr Tapan Nandi, Regional Chairman (ER), CLE in the august presence of Mr Anup Kumar Chatterjee, Member of the Executive Council, ILPA and Mr Sankar Dawn, President, ILPA.

Release of '3 seasons'



Mr Gautham Gopalakrishna, CSIR-CLRI then traced the events conducted since the last MODEUROP Round Table for the Autumn Winter 2012/14 season in a presentation titled “**Milestones traversed since MODEUROP Roundtable for A.W. 13/14 ... 24-25 April 2012.**”

The ‘Milestones’ covered were:

- **The MODEUROP Roundtable & Colour Club Meeting for the Autumn Winter 13/ 14 season** which concluded successfully in Heilbronn, Germany during 24-25 April 2012 where out of a total of 33 colours selected as 'MODEUROP' for the Autumn Winter 13/14 season for both Shoes/Accessories and Leather Garments, 22 colours featured from Indian proposals.
- **MODEUROP Fashion Trends: SHOES & BAGS for Spring Summer 2013 season** which was released on 10 May 2012 and covered styles for Men, Women and Children including TOP Brands and LABELS.
- **MODEUROP Colour Card: Autumn Winter 13/14 season** which was released on the occasion of Ambur OPEN 3 on 6 June 2012 - 'first globally.' The MODEUROP Colour Card was packaged with the Colour Trends on a CD.
- CSIR-CLRI innovatively planned and conducted **an Indo-Ethiopian workshop on “Leather Trends, Product Design & Quality Assurance”** to sensitize the Leather & Leather Product Industry of Ethiopia in the areas of Trends and Fashion Forecasts for Leather & Leather Products, Understanding Product Design & Retail Analysis besides Merchandizing, CAD tools for Leather Products Design, Productivity Improvement Techniques, Quality Assurance and Leather Technology Trends **on 21 and 22 June 2012 at Addis Ababa, Ethiopia.**
- **Theme Pavilion: A New Colour World which was set-up by CSIR-CLRI at the IILF, New Delhi** as a Trend and Technology Showcase in association with ITPO, CLE and the Indian leather Sector during 5th to 7th July 2012. 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” from the leading 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 2012, New Delhi.
- **Release of “Ambassador to MODEUROP”** : MODEUROP has a particularly close association with some members who represent MODEUROP in their countries as ambassadors. It is a matter of Singular Honour and Prestige that MODEUROP has chosen CSIR-CLRI to be its “Ambassador in India.” A plaque commemorating this announcement was released during the IILF, New Delhi on 6th July 2012.
- **The India-Italy Design Roundtable, which was held in Rome at Palazzo della Farnesina, the headquarters of the Italian Ministry of Foreign Affairs, on 20th July 2012.** The purpose of the *India-Italy Design Roundtable* was not only to have a broad discussion on the prospects of bilateral collaboration in the field of design, but also to identify concrete joint projects and initiatives to be subsequently developed through the contribution of all interested stakeholders - Government bodies, education/academic institutions, industry associations, individual companies and designers. Representing the Council for Leather Exports (CLE), presented a road map titled “Mission of India and its approach to co-operation with Italy” with two presentations: Indian Leather Industry – opportunities galore and The Travel of India in Fashion Forecasting for LEATHER.
- **ModItalia Texture Trends for Autumn Winter 13/14 season (CD version)** which was released on 31st July 2012. ModItalia is an Italian perspective on Colours, Textures and Material Trends for the season. It is the contemporary version of Trends from the fashion hub of the world and comes in four themes with graphic illustrations and samples of Colours and Materials in vogue for the season in address.
- **Curtain Raiser: spring summer 2014 season** where the Tendencies in Leather Colours for the MODEUROP Spring Summer 2014 season were released on 24th August 2012 at the BASF Pavilion during the Indo-German Urban Mela.

He concluded his presentation by thanking CLE, ILPA and FREYA for their unstinted help and support in conducting the dissemination seminar so successfully in Kolkata.



Mr Md Sadiq, CSIR-CLRI, in his first presentation gave a detailed overview of the first of the 3 seasons – the **Spring Summer 2013 season**. He conjectured that the Fashion Trends for the Modeurop Spring Summer 2013 season could be grouped as Smart & Clean, Tribal Folk, Preppy Fifties and Techno Sport. He said that the three sub-groups for this season were: Luminous Brights, Powered Pastels and Vivid Naturals which he described as Smart and Clean, Preppy Fifties and Tribal Folk respectively.

Talking about the Luminous Brights group he said that the materials were transparent and soft and the products from these leathers were 'Clean and Chic' which he then proceeded to graphically display. Proceeding to the next group – 'Powered Pastels' he said that they were 50's Hollywood inspired with a lot of 'Retro Charm.' The Products in this group lent themselves to a lot of print. Buttressing his point, he played a clip from the Hollywood Blockbuster movie "The Hunger Game" where one of the actors is seen sporting a "fire and flame" motif on her dress which is so typical of this group of colours. Continuing with this group, he demonstrated the products as "Preppy Fifties" portraying the 'Modern Urban Life' and the Men's Shoes ranging from Variation in Brogues to Modern Classics, to a mixture of sneakers and Brogues,, Loafers, Moccasins, Pantafolas – all signifying a fifties revival.

Mr Sadiq described the Vivid Natural group as Natural, Exotic, Rustic and Ethnic. He said that it invoked a Global Feeling of Folk and had influences of Africa and the Orient. Showcasing the Products in this group, he said that it contained a lot of wovens and rustics and had animal prints used liberally. Natural Look Wedge soles were used a lot in many of the products for the ladies footwear, he added. For the Men's styles, it sported Tribal folk with authentic Tribal prints with a flavor of Africa.

He then proceeded to describe the Techno action group of products where 'street meets sport' with a liberal dash of Neon bright products especially for the ladies. As for the Men's range, he said that it contained products for adventure and activewear.

Concluding the first part of his presentation, Mr Sadiq then gave a sample teaser of the Handbags and Accessories from the major fashion capitals of the world namely New York, Miami, Paris, Los Angeles, Munchen, Berlin, London, Dusseldorf & Koln, Milano and Firenze.

Mr Sadiq then started his next presentation with a film depicting angels falling down from the skies which he explained would be understood by all at the conclusion of his presentation.

He gave us a peek into the process of Colour Selection at Planet MODEUROP and took us through this process for the Autumn Winter 2013/14 season at the MODEUROP Colour Club meeting held at Heilbronn, Germany in April 2012.

Starting with the Pre-selection process, Mr Sadiq described as to how a select group of Invited Fashion Experts narrowed down the Leathers/Colours for final selection from the huge number of leather/colour proposals submitted. He continued and explained about the review of the season past, which in this case was the Spring Summer 2013 season.

Mr Sadiq then briefed about the MODEUROP Activities, its publications and its Fair Updates. He highlighted the participation of MODEUROP at the GDS Fair, the India Leather Fashion Show at IILF, Chennai, Modeurop Meeting Point at Le Cuir, Paris, Modeurop meeting at Lineapelle for an update on Colours for Spring Summer 2013 and the Modeurop meeting at Lineapelle for a first view of the Autumn Winter 13-14 colours. He also gave a tour of the MODEUROP Website and the information it contained.

He then presented the MODEUROP update from Le Cuir and Lineapelle fairs and it gave a very good indication of the very high match with the MODEUROP Leather/Colour predictions. Mr Sadiq then took us through the three colour groups namely Luminous Brights which were discrete and refined; Powered Pastels which were delicious and fresh and Vivid Naturals which were Tropical and Vegetal.

He then took the audience through the exciting 'Voting' for the Top Colours for the Spring Summer 2013 season by the leading Fashion Experts from around the world. He also gave us an exciting image show of the visit of the MODEUROP Team to the Technik Museum Speyer, Germany where vintage aircraft were on display. Particularly breathtaking was the visit to the Concorde aircraft. Very interestingly, he also pointed out the 'Fashion' within the museum and its exhibits.

He then proceeded to talk about the Top Colours for the Spring Summer 2013 season and then displayed the Top Colours Papaya, Porcelain, Sky, Citrus with the fifth place being shared by Mango, Jungle, Biscuit and Shell.

Continuing his presentation Mr Sadiq highlighted the Colour Trend Presentations for the Autumn Winter 2013/14 season by the Fashion Experts. He said that the outlook for the new colour world for the season could be classified into three groups namely Drama, History and Shadow which veers initially to the gloomy, mystical and morbid but Romanticism also comes into play. Looking into the new colours for the Autumn Winter 13/14 season, he said that one can differentiate between the three colour groupings as:

Drama: the colours of the night with exciting accents

Shadow: a nebulous and indefinable, neutral colouring

History: the rich colours of old blocks and paintings

Elaborating on the DRAMA group, he said that it provided a powerful dose of rich opulence that is also reflected in the materials which have shimmering surfaces and brilliant gloss, metallic or patent leather finishes plus velvets and suede, jacquards and brocade, lurex and silk, lace, pleating, crush effects and big, chunky stones. The corresponding styling trends veer between uniforms and lavish robes, between androgynous, minimalist and captivating femininity, he explained.

Proceeding to the SHADOW group, he said that it was a never ending story and they were the 'Colours of Infinity.' As a contrast to the colours of the night, he said that this group had the colours of the light or the shades of shadowy play. They were indefinable and blurry, often foggy or smoky, sometimes slightly transparent or opaque. Alongside Grey and Brown, the colour spectrum covered all those dusty intermediate shades that can also be described as typical winter pastels, Mr Sadiq elaborated. The connection with nature is very much emphasized here, he said, particularly where nature serves as the model for new technological developments with 'Bionic' being the buzzword. This also ensures



interesting innovations for materials no matter whether smooth leather or velour, wool, felt or flannel where we see coating, bonding, rubberising, waxing etc., he said. Mr Sadiq also explained that these colours in the corresponding materials are mainly used in a sporty way but more classic interpretations or minimalist designs with new volume and sharp contours are also possible.

Moving to the HISTORY group, he said that they are Nostalgic Heritage and Art inspired. The British Retro Trends persist, he said and Old things like books, furniture or table-ware are still beautiful. This deep lush colour also derives its richness from Nature, he elaborated. The wonderful colour changes of an autumnal forest provide an extensive colour palette with no boundaries, he underlined. Now we are mainly seeing historical references to art and literature of the last two centuries, leading to creative designs with rich colours and classic materials, he said. Elaborating further on this theme, he said that the numerous, sometimes stately military parade uniforms with lavish decorations in the form of buttons, braid and borders, through to the smart professional wear of service personnel serve as models here. This deep lush colour also derives its richness from Nature, he highlighted and added that the wonderful colour changes of an autumnal forest provide an exciting colour palette with no boundaries. He also explained that Classic Textiles are now being technically enhanced and leather is also seen from its best side-light, oily and soft leather stands alongside velvety velour and nappy nubuck along with Patent leather and metallised surfaces which round off the palette, he said.

He also explained in detail his presentation at the Modeurop Autumn Winter 13/14 Round Table and Colour Club meeting which was titled "India before the world." This was followed by the 'Colour Selection Process' and the "Christening of Colours" of the colours that would feature in the MODEUROP Colour Card for the Autumn Winter 2013/14 season.

Mr Sadiq then gave the members present an Italian perspective of the Leathers and Textures for the Autumn Winter 13/14 season.

Looking ahead to the new season, Mr Sadiq said that the MODEUROP Roundtable & Colour Club Meeting for the Spring Summer 2014 season will take place in November 2012 in the city of Graz in Austria and said that we would Paint GRAZ in Indian Colours !

He also presented the Calendar of Events for the Spring Summer 2014 season

Rounding off his presentation, Mr Sadiq then elaborated on the Tendencies for the Spring Summer 2014 season and highlighted the Theme as 'Chromatic Echo.' Underlining the Themes as Treasure, he said that it was an ornamental direction for this solar and intense range completed by the ADDITION of three antique and precious metallic; Less, which was a pared-down orientation based on SUBTRACTION; we remove color ! Fresh tinted whites and four brights to dilute or treat in transparency; Manifesto, which was A direction full of diversions and inversions. The range is "broken" by four radical pinks pushing AGAINST six anonymous, basic neutrals and Modesty which was an artisan orientation in all simplicity whose range gently associates blonde tones WITH discreet neutrals and refreshing shades of marine turquoises.

Mr Sadiq then traced the Evolution of Colours through the different seasons and concluded by highlighting the colour directions in these colour ranges for the Spring Summer 2014 season.

Concluding his presentation, he again continued the film of the Angels falling from the skies and the audience immediately connected it with the Modeurop endeavour and appreciated that 'Even Angels fall at Planet Modeurop.'



Mr Tapan Nandi, Regional Chairman (ER), CLE in his concluding remarks thanked the members present for coming to the seminar and hoped that they would use the information presented gainfully.

Mr Sankar Dawn, President of ILPA presented the Vote of Thanks and was effusive in his praise for Team CSIR-CLRI for their very elaborate and informative presentation. He also thanked the industry

participants for attending the dissemination program and hoped and believed that this would create a new dimension to their businesses and also add colour to their businesses.



The participants visited the exhibition of Leathers & materials as well as evinced interest in the various Trend Publications.