

'Release of MODEUROP Colour Card for the Autumn Winter 15/16 season'

20th May 2014 in the 'heartland' of LEATHER in Chennai: CHROMEPET



Post-MODEUROP Roundtable and Colour Club Meeting for the Autumn Winter 15/16 season held in April 2014 in Switzerland; CSIR-CLRI planned to release the MODEUROP Colour Card for the Autumn Winter 15/16 season on 20th May 2014. In its constant endeavours at 'innovation' and also to create an awareness that the Leather Fair calendar globally is advanced; CSIR-CLRI released the Colour Card in the in the 'heartland' of LEATHER in Chennai: CHROMEPET on 20th May 2014.



In Picture: S/Shri K Dayalan and K Jagdeesh, CSIR-CLRI Shoe Design & Development Centre preparing the 'swatches' for the MODEUROP Colour card for the Autumn Winter 15/1 6 season.

MODEUROP

Colours A/W 15/16

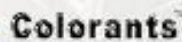
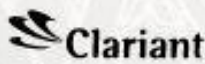


"Ready for a new day"

Synergy Partners



Co-Sponsors



MODEUROP Colour Card for the Autumn Winter 15/16 season presents the 'Colours' for Shoes and Accessories as well as for Leather Garments with leather swatches and is coupled with a CD version of the Colour Trends for the Autumn Winter 15/16 season.

IMPRESSIONS



@ BASF India Limited with M/s G Murali, RH Manikandan, SK Raman, A Basu:

"The New Developments for the Autumn Winter 15/16 season would be based on the MODEUROP Colour Card and BASF India Limited will develop its colour recipes for the MODEUROP colour palette and reach out to the customers.

BASF India Limited lauded the "TOP 5 COLOURS" for every season which they said is very useful to the Industry Members."



@ C Kalyanam and Co with M/s CM Prabhakar, CS Rajavelan, CR Ravichandran, CS Ravikumar:

Mr CS Rajavelan, Managing Partner, C Kalyanam & Co said that "CSIR-CLRI have been the pioneers in bringing the concept of 'colour forecasts' to the Industry. He added that Team CSIR-CLRI has been a great source of motivation to the Industry and has helped their own company compete strongly in the International markets with the MODEUROP Colours."



@ GT Industries with Mr B A Saffar and Mr Niaz Ahmed:

The MODEUROP Colour Cards have been very accurate and match very well with the Trends in vogue. Dissemination of Intelligence to the industry by CSIR-CLRI has been very critical to the success of the Indian Leather industry. Dissemination of knowledge about the 'advancement of global fairs' is a very useful input to the industry to orient itself towards quicker turnaround times.



@ Caparo Shoes with Mr Syed Sohrab:

The knowledge of the MODEUROP colour and texture forecasts by CSIR-CLRI is very useful in planning as well as developing our collections and ranges for International expositions. The MODEUROP endeavour gives us readymade information on the customer preferences for shades and colours.



@ Arkay Leathers P Limited with Mr S Radhakrishnan:

Mr Radhakrishnan appreciated CSIR-CLRI's great work in the area of Colour Trend forecasting. He said that the Colour Card brought out is 'Excellent' and clearly reflects the Trends very well. The Colour Card helps in developing our articles in line with global fashion directions.

He reflected that for one particular 'DOVE GREY' colour from the AW 14/15 season; M/s Arkay Leathers had developed over 40,000 sq.ft this colour is in great demand still, thus once again testifying to the correctness and aptness of the MODEUROP Colour Card brought out by CSIR-CLRI.



@ AVThomas Leather & Allied Products Pvt. Ltd. with Ms Akansha:

The MODEUROP Colour Card is very useful in catering to our Major International buyers to develop our collections. We have been following the MODEUROP Predictions for many seasons and this helps us plan our Design range for our customers. We also develop 'New Leathers and Finishes' based on this information and display at major International fairs. The "Colour Groups" are very well organized in the MODEUROP Colour Card and this helps us categorize our Products as well which helps us find better International acceptability. MODEUROP Colour Palette, Colour Stories as well as the "DIGITALS" are very useful for us.