

# Oh! Calcutta

Trend & Technology dissemination presentation

'CLE, ILPA, FREYA-IIDF, CSIR-CLRI endeavour'

FREYA Design Studio, Bantala, Kolkata, 27<sup>th</sup> August 2013



**CLE, ILPA, FREYA & CSIR-CLRI**  
present

## MODEUROP

**THREE**  
**SEASONS**

**"Leather Colour & Texture Trends"**

**2014 - 14/15 - 2015**

Tuesday, 27<sup>th</sup> August 2013, 11.00 am  
FREYA-IIDF Design Studio, Bantala, Kolkata

A Report

**Oh! Calcutta: a Trend & Technology dissemination presentation, FREYA Design Studio, Bantala, Kolkata, 27<sup>th</sup> August 2013**

**A Report**

The Council for Leather Exports (CLE) in association with the CSIR-Central Leather Research Institute (CSIR-CLRI) and Indian Leather Products Association (ILPA) and FREYA-IIDF presented **"Oh! Calcutta"**, a Trend and Technology Dissemination seminar covering the **"THREE SEASONS: Spring Summer 2014 - Autumn Winter 14/15 - Spring Summer 2015"** and with presentations on "Wealth from Waste & National Sizing Standard for India" at the Freya-IIDF Design Studio, Bantala, Kolkata on 27<sup>th</sup> August 2013.



The salient highlights of the programme are recounted below:

**Shri Tapan Chattopadhyay, Regional Director (ER), Council for Leather Exports** welcomed the distinguished dignitaries on the dais as well as the participants of the programme. He briefly highlighted the planned agenda for the day's proceedings and invited Shri Tapan Nandi, Regional Chairman (ER) to give his address.



**Shri Tapan Nandi, Regional Chairman (ER), Council for Leather Exports** expressed his delight at the large scale of attendees at the seminar and had special words of welcome for Smt. Rita Menon, Chairperson and Managing Director, India Trade Promotion Organization (ITPO). He said they were privileged to have her in their midst and also welcomed Shri Malay Shrivastav, Executive Director, ITPO and Shri Dalel Singh, General Manager, ITPO to the presentations. He thanked the CMD, ITPO and her team for their keen interest in the region and especially for strengthening the International Leather Goods Fair (ILGF) in Kolkata. This, he said, was very important as Kolkata needed a global presence for sustaining the growth of the Leather Industry in the region. He said that Kolkata was the Leather Goods City of India and requested the Leather goods manufacturers of the region to wholeheartedly support the ILGF and participate in large numbers to make this event successful.



Shri Nandi also welcomed the CSIR-CLRI team and stated that they are a 'gift to the industry' and the Design concepts disseminated by them are extremely important. He also lauded the theme of the presentations and said that it was very apt and relevant and hoped that the presentations would be well received and valued by the industry members.

The Regional Chairman (ER) also informed the gathering that the ILPA Leather Goods Park was ready and the **School for Training** of grass-roots workers was being inaugurated in October 2013 and would produce 5000 skilled workers for the industry soon. In conclusion, he said that this dissemination exercise was important as the industry members could get a feel of the Fashion Trends being followed worldwide. He also requested that the frequency of these presentations be increased and suggested that presentations with a Product Engineering focus could also be included. He also expressed his keen anticipation in listening to the presentations as he always gained knowledge and went back enriched.

**Shri Shankar Dawn, President, ILPA** in his address also welcomed the distinguished guests and the gathering. He thanked Team CSIR-CLRI for organizing these presentations and stated that it has now become a 'calendar event' in the schedule of all industry members of the region. Shri Dawn said that these presentations were eagerly looked forward to by the members and the large attendance was testimony to this fact.





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Shri Dawn underlined the importance of being abreast of the latest fashion information and said that as they are all in the Fashion business they needed to know the Trends prevalent to cater to their clients better. The President, ILPA also urged the members to strengthen the ILGF and said that they should include it in the list of International fairs they participate in. He said that this fair needed to be encouraged and nurtured and thanked the ITPO for their great support in organizing this fair.

**The floor was then handed over to Team CSIR-CLRI for their presentations.**

**Dr. BN Das, CSIR-CLRI** spoke on **“Wealth from Waste: Leather Products from Regenerated Leather”** and queried the audience about their inventory of waste leather in their factories. He said that these could be utilized to generate ‘regenerated leather’ from which useful products could be made.

Dr BN Das, CSIR-CLRI spoke on the project implemented by CSIR-CLRI supported by DST of developing useful products from Regenerated Leather. To illustrate the magnitude of the problem, Dr Das showed the various sources from which the Leather Wastes are generated and also graphically depicted the wastes generated by the Leather Products industry globally.

He proceeded to demonstrate the need and importance of Waste Management practices and listed the main priorities as being Reduction, Re-use and Recycling. Dr Das then elaborated on the project implemented by CSIR-CLRI and gave the details of the project on the conversion of the waste leather portions of shoe / chappal uppers into leather composites which he supplemented by giving an exhaustive list of the Plant and Machinery required to manufacture the ‘Regenerated Leather’ from the Leather Waste.

Dr Das then demonstrated the “commercial outputs” from the project like the Gents Wallet, Ladies Handbag, Gents Shoes and Chappals, Key Chain Holder made from the Regenerated Leather and gave them a cost comparison of the ‘Original Leather’ versus the ‘Regenerated leather.’

In conclusion Dr Das reported on the wide publicity and appreciation received for the project in the Press and emphasized the usefulness of this project of converting Leather Waste into a Value Added Product.



**Shri Gautham G, CSIR-CLRI** spoke on the “**Size India**” initiative which would result in the development of the **National Sizing Standards for India (NSSI)**. He commenced his presentation by highlighting the Need for Developing Sizing Standards with Anthropometric Studies by stating that in the context of



India's growing population and emergence as a major economic power, there is a critical need to develop appropriate anthropometric data and standards which would enable an optimum degree of 'fit' between people, objects and environments.

**He said that the National Sizing Standards for India (NSSI) was an initiative by the National Institute of Design (NID) and partner institutions in academia, industry and government organizations to collaborate in developing anthropometric data and standards for India as the use of 'tweaked size charts' of other countries do not result in a good fit and the benefits of the Size India project would result in a better understanding of the Human Body, leading to a better fit; optimized efficiency of Size Charts and an increased percentage of Target customers would fit.**

Shri Gautham emphasized the vision of the NSSI was to develop a National Standard for Indian body sizes and shapes/types based on scientifically obtained, experimentally validated, comprehensively documented, easily accessed anthropometric data for empirically valid sample size of the Indian population and listed out the Designers across various Industry verticals who would benefit from this exercise. Proceeding to describe the Methodology that would be used, he said that 3D Human Body Scanners would be used for High-resolution measurements of body which would provide detail about the surface shape as well as 3D locations of measurements relative to each other and would also enable easy transfer to Computer-Aided Design (CAD) or Manufacturing (CAM) tools. He also added that Automatic Landmark Recognition (ALR) technology to automatically extract anatomical landmarks from the 3D body scans would be used.

In conclusion, he described the process for the Anthropometric Survey and the Way Forward for the implementation of the NSSI initiative and stated that the Outcome of this initiative would be the generation of a Robust Anthropometric database that would inform the Design Community on 'digitally captured data' enabling more ergonomic and efficient design.

**Shri Md Sadiq, CSIR-CLRI** commenced his Trend Presentation by saying how overwhelmed Team CSIR-CLRI was by the warm sentiments and best wishes expressed by the members of the Eastern region who had warmly welcomed them and said that it was an honour to attend their Trend & Technology presentations.



He said that the Theme of his presentation was **"REWIND"** and emphasized that the major objectives of his presentation were to:

- **Narrow down the Collections made**
- **Rewind back into the Developments made by them to see how they could use the Leathers already developed by them**

To drive home his point, he engaged the members present into a 'quiz game' through a series of questions in which they enthusiastically participated and finally led them into the theme of his presentation by showing them some people displaying a range of leathers. He proceeded to elaborate by saying that during his visit to the Tanneries for helping them with their New Developments they would showcase some "New Leathers" developed by them and when asked to pair them with the Colours of the Colour Card developed by CSIR-CLRI they found that these Colours were already there. When queried that they had access to this information over four to 6 months back and yet chose to develop these colours only when the Buyers asked for it, the Tanners realized how much lead time they had missed. **Thus, Shri Sadiq emphasized that if the Tanners had used the information available judiciously they would have been able to showcase their developments much in advance and hence the Theme of the presentation would focus on "REWIND", he stated.**

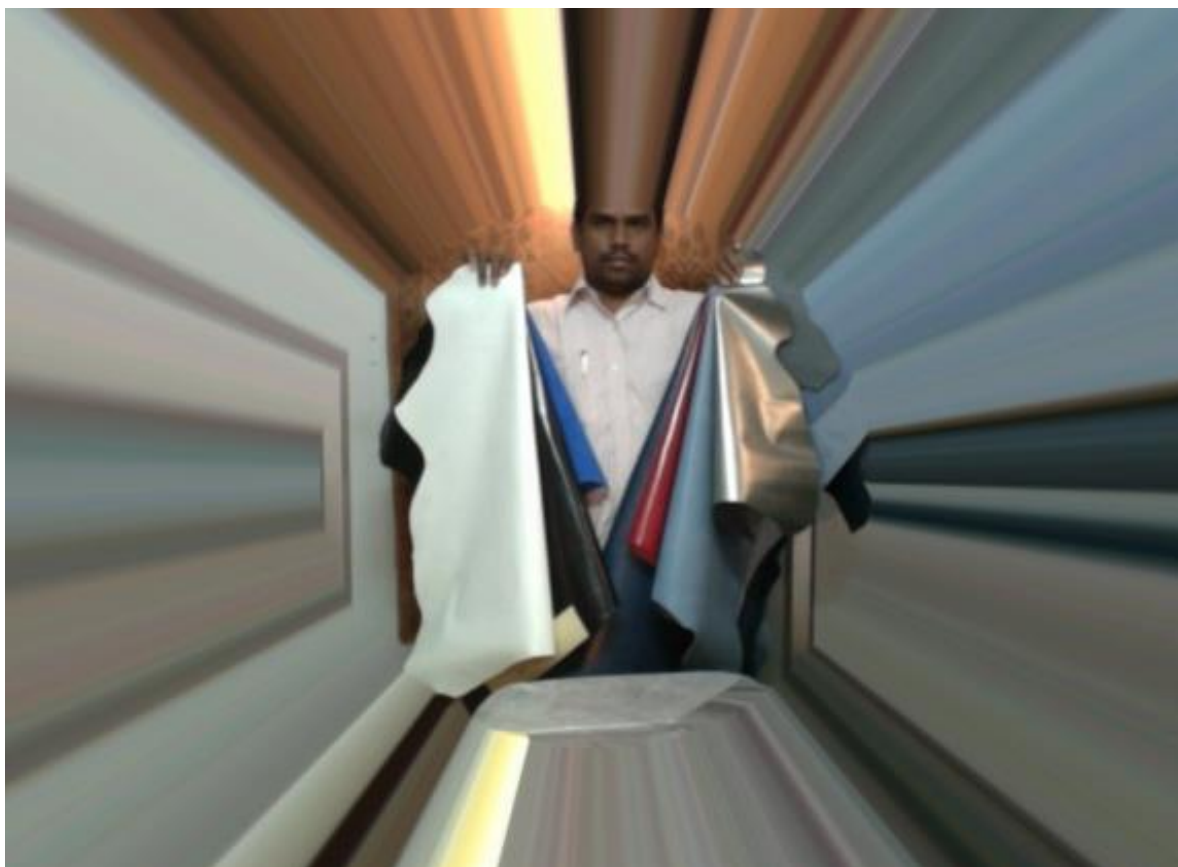
Shri Sadiq, **quoting Shri Jalan, Chairman, CLE** said that our exports have performed quite well during the current year also, with exports showing a positive growth of about 9.5% during this period and expressed his happiness over the avidness of the Industry members to receive 'Advance Information' on the changing trends much ahead in time. He displayed communication from them as to how useful the information was to them in planning their developments. He said that this was the impetus Team CSIR-CLRI needed to constantly innovate and bring the Trend information as quickly as possible and emphasized through a video film as to how important **'learning'** was and that it needed to be a sustained process.



At this juncture, **Smt Rita Menon, CMD, ITPO** released the CD of the **"Oh! Calcutta"** presentations on the 'Three Seasons: Spring Summer 2014-Autumn Winter 14/15-Spring Summer 2015' and presented the first copy to Shri Tapan Nandi, Regional Chairman(ER), CLE, in the august presence of Shri Malay

Shrivastav, ED, ITPO, Shri Shankar Dawn, President, ILPA, Shri Anup K Chatterjee, CoA Member, CLE among others.

Continuing with his presentation, **Shri Sadiq** then transported us through the **MODEUROP Autumn Winter 14/15 season** held during 23-24 April 2013 in Offenbach, Germany and analyzed the Trend cycle. He also gave us a sneak peek at **'What Happens in MODEUROP?'** through the Pre-selection, Review of Spring Summer 2014 season, LeCuir & Lineapelle Reports and highlighted that the Message was reflected through the three Colour Groups – Reality, Art and World.



He then described the Colour Voting by the members to determine the **"Best Sellers for Spring Summer 2014"** season and distributed the **'Best Sellers'** brochure to the members of the audience.

Shri Sadiq then recounted the MODEUROP Roundtable and Colour Club meeting for the Autumn Winter 2014/15 season. He traced the origins of the colour groups for this season through a series of meetings held by the MODEUROP Fashion Committee members starting from an initial meeting where the choice of colours were discussed through Pantone shades and then reviewed at Lineapelle leading to the evolution of a MASTERCARD for the season and the delineation of the three colour groups as being SILENT, LOUD and DEEP.

The Colour Selection process for the MODEUROP Roundtable for the Autumn Winter 14/15 season was then described and the Winning Colours from India were then flashed. Milestones in the journey of the Autumn Winter 2014/15 season with the Calendar of events clearly depicting the events and the timelines, were then flagged.

Shri Sadiq then queried the audience as to **What Next? After Expo Riva Schuh?** He also asked them if they had checked on the 'Fashion Trends' for the Spring Summer 2014 season? He pointed out that CSIR-CLRI had released these Trends on the 3<sup>rd</sup> of May 2013 and gave details of Men's Wear, Women's Wear, Junior Wear, Men's Store Check, Women's Store Check as well as Hand Bags Store Check. During the course of his presentation, Shri Sadiq sought to pinpoint the attention of the audience to the attention given to detailing in the products manufactured and gave the example of a 'Coloured Sole' manufactured by M/s Pavers England for one of their products which enhanced the appeal of the shoe immensely. He reiterated that the complete snapshot guide was available in the url of the India



Design Club ([www.indiadesignclub.com](http://www.indiadesignclub.com)) for bonafide members and was also available as a priced CD copy.

Shri Sadiq then traced the **journey for the Spring Summer 2015 season**, the curtains for which were raised on 7<sup>th</sup> June 2013 and He concluded this section of his presentation with a Colour by Colour evolution over the past seasons. He also touched upon the MODITALIA Texture Trends for the Autumn Winter 2014-15 season in the groups Techno Couture, Flemish Fare, Wooden Mood and Armour Thrill.

He emphasized that all the information presented were available as 'Trend Publications' for each season which could be procured and showed the Spring Summer 2014 set and the Autumn Winter 2014/15 set. He pointed out that they were also available online on [www.indiadesignclub.com](http://www.indiadesignclub.com) (sponsored by M/s Bachi Shoes Ltd.) for bonafide members of the India Design Club.

Shri Sadiq also took the opportunity to announce the staging of the MODEUROP Roundtable and Colour Club Meeting for the Spring Summer 2015 season in India. He said that this would be christened as **Taj MODEUROP** and would be held in Agra from 14<sup>th</sup> to 16<sup>th</sup> November 2013 to coincide with the Meet at Agra Fair. He highlighted that the Taj Modeurop would have CLE as the India Partner and the Main Sponsors were FDDI and AFMEC with ISF, IFLMEA, ILPA, ILGA and LCMA being the Co-Sponsors and the event would be presented by CSIR-CLRI. He gave details about the participants and the schedule of the event specially flagging the attention of the members present to the staging of two 'Fashion Adoption Workshops' in Agra and New Delhi and inviting them to participate in these seminars. He also briefly touched on the 'elements of Expenditure' for hosting the TAJ MODEUROP.

**In conclusion, Shri Sadiq presented an image of a woman shopping for a Louis Vuitton bag in Shanghai and queried the audience "Are we ready?" He concluded by playing a video film highlighting a brand in existence for centuries and said that it was akin to CLE and CSIR-CLRI also being there for the industry always.**

**Shri Tapan Chattopadhyay, Regional Chairman (ER), CLE** thanked Team CSIR-CLRI for their excellent presentation and invited CMD, ITPO to make her remarks.



**Smt. Rita Menon, CMD, ITPO** appreciated the CSIR-CLRI presentations and said that they were very enlightening. She said that the information presented was very useful and relevant to the Industry.

Smt Rita Menon was very effusive in her praise for the Trend information presented and said that it was very '**illuminating**' and requested Team CSIR-CLRI to present this information before the **Apparel Export Council** also who, she said, would immensely benefit from it.

**CMD, ITPO** reiterated that as a member of the Exhibition industry she was convinced that all the Government Institutions were working for the benefit of the Industry and urged them to use the opportunities provided to showcase their capabilities. In this connection, she recalled the excellent meeting held with the manufacturers of the region to make ILGF stronger. She urged them to make this fair more viable and dynamic and assured them that ITPO on its part would do all it can to organize the fair up to International Standards.

She thanked the Organizers and all the participants in the dissemination seminar.

**The seminar thus concluded.**

## PHOTO-GALLERY





