

“WEPLAY - Technology and Trend Seminar”

at FREYA-IIDF Design Studio in Bantala, Kolkata on 12th June 2014 – A Report

CSIR-CLRI in association with CLE - ILPA - FREYA presented a 'Technology & Trend Seminar' on Thursday, 12th June 2014 at the FREYA-IIDF Design Studio in Bantala, Kolkata.

The Technology & Trend PRESENTATIONS included:

- Human Movement Analysis
- Chromium VI
- MODEUROP Colours Trends for Autumn Winter 15/16
- BESTSELLERS for Spring Summer 2015 season
- Display of the Leathers/ Colours for the Autumn Winter 15/16 season
- 'Preview' of the Colours for the Spring Summer 2016 season.

A Summary of the proceedings is captured below:

Shri Tapan Chattopadhyay, Regional Director (ER), Council for Leather Exports welcomed the gathering. He had special words of welcome for Team CSIR-CLRI and said that the members from this region always marvelled at the quality of the presentations made by CSIR-CLRI at these seminars and were looking forward to yet another excellent seminar today. He quickly traced the programme outline and the order of the presentations for the day.



In Picture (L to R): Shri MV Kulkarni, Vice President, FREYA-IIDF; Shri Tapan Nandi, Regional Chairman (ER), CLE and Shri AK Chatterjee, President, FREYA-IIDF at the Inauguration of the Trends & Technology 'dissemination programme' on 12th June 2014 at the FREYA Design Studio, Bantala

Shri Tapan Nandi, Regional Chairman (ER), Council for Leather Exports welcomed all the members and said that the seminar title "We play" was very apt for the occasion as the World Cup in Football was starting on this day and while their Game begins later, 'we will start our Game now', he said. He opined that just as the World Cup was challenging, so were the challenges faced by the industry and

he complimented CSIR-CLRI for helping the industry meet the challenges with advance information on Trends and Technology.

Shri Nandi elaborated that since the advent of the MODEUROP endeavour the Tanners in this region were helping the Product Manufacturers by making leathers in various colours which had increased the acceptability of their products. He also said that he was proud of the fact that today a majority of the leathers and colours featuring in the MODEUROP Colour Card are from India and in this regard he thanked Team CSIR-CLRI for their brilliant efforts. He added that to dominate the global leather Product industry we must invest in Infrastructure and the Industry must take a lead role in this, he opined. He also requested the industry members to relocate to the Calcutta Leather Complex and cited the success stories of the companies which had moved here and were doing very well.

He complimented Mrs Antara Kumar for her efforts in organizing this seminar. He warmly welcomed Team CSIR-CLRI and said that he was eagerly anticipating the presentations to be made.



In Picture: Shri Gautham G, Head, SDDC, CSIR-CLRI presenting Human Movement Analysis

Shri Gautham G, CSIR-CLRI in his presentation titled **“Gait and Human Movement Analysis”** explained the details of ‘Gait analysis’ and its role in Human locomotion. He explained about the ‘gait cycle’ used to describe the complex activity of walking and spoke on the various phases of the ‘Gait Cycle.’ The objectives and the components of the gait cycle were then put forward and the various parameters for Gait measurement were explained. He also described the pre-requisites of a ‘good gait’ and talked in detail of the Principal Forces that needed to be focused on in analyzing the gait of a person. The role of ‘muscles’ in the gait cycle was also deliberated on and the muscle activity in this cycle was mapped.

The abnormality in gait and quantification and interpretation of human locomotion and to develop the rehabilitation program and tools to correct such abnormalities were dwelt upon. A detailed overview of the “Gait Analysis Laboratory” with the facilities available in CSIR-CLRI was also provided.

An example of fixing markers and capturing the data was also gone through. The use of Electro Myo Graph (EMG) for measuring of muscle potentials was also explained. Shri Gautham concluded his presentation by explaining the usefulness of the outputs generated by the Gait analysis system and its areas of application.

The interaction post the presentation focused on the areas where the "Gait Analysis" could be utilized ranging from Sporting activities, Medical Problems and also psychological correlation with human locomotion.



Shri R Chandrasekar, Senior Technical Officer (2), EXCEL Lab, CSIR-CLRI presenting Chromium VI

Shri R Chandrasekar, CSIR-CLRI in his presentation on "Chromium VI in Leather: New Regulation & Implications" introduced the chemistry of Chromium and highlighted its general uses. He highlighted that Chromium was available in two forms such as Cr(III) and Cr(VI) and Chromium in trivalent form is considered as essential element (low quantities) while Chromium in hexavalent state is toxic. He then proceeded to talk about the Solubility, Bioavailability and Toxicity of the two forms of Chromium.

Shri Chandrasekar then introduced the **Cr(VI) Limits for Leather and leather products** and outlined that as per earlier regulation of the European Parliament, Cr(VI) was allowed up to 10mg/kg in leather and leather articles and he added, that this was amended and as per the new REGULATION, the allowable limit was only up to 3mg/kg. He also informed that the new regulation would come into effect from 1st May 2015. He also explained as to why this new regulation had come about and said that a Danish survey concluded that almost half of imported leather shoes and sandals contained high levels of Cr(VI) and recommended for necessary action across EU.

Tracing the current scenario, he said that as per CLRI database, only 5% of non-compliance was there and that the majority of failures in India could be attributed to Cr(VI) aging test. He illustrated the theory of conversion of Chromium 3 to Chromium 6 and also highlighted their Direct and Indirect sources. He then proceeded to list out the general strategies to avoid Cr(VI) in leather.

In conclusion, Shri R Chandrasekar said that India had a long tradition as a leather producing nation and had weathered many storms in this journey. Its commitment to eco-compliance besides achieving quality standards was quite remarkable, he stated. He said and informed that the compliance record for Cr(VI) is 95% but there was still the concern because of regulatory mechanism, consumer activism and increased awareness for clean and green products and said that we should strive hard to meet the challenges with the help 3M's - Material, Methods & Manpower.



In Picture: Shri Md Sadiq & Shri K Dayalan, CSIR-CLRI Shoe Design & Development Centre presenting the MODEUROP Leather/ Colour Trends for the Autumn Winter 15/16 season.

Shri Md Sadiq, CSIR-CLRI prefaced his presentation with the 'need' to tell the industry where to start from and spoke of the optimism of the MODEUROP members of season's colours. He played a video clip which demonstrated the uniting force of football and welcomed all to the dissemination seminar "WePlay" with four Teams from CLE, ILPA, FREYA-IIDF and CSIR-CLRI participating in it and all sharing an addiction for Coco-Cola, Football and MODEUROP.

He commenced his presentation with a detailed overview of the MODEUROP Roundtable and Colour Club Meeting for the "Autumn Winter 15/16 season" held in 8-9 April 2014, Spreitenbach, Switzerland. The Pre-selection of Colours for Autumn Winter 15/16 season and the Review of the MODEUROP Spring Summer 2015 season were then described. Shri Sadiq said that the underlining message of this review was to send a strong message to the Shoe / Accessories customers, to the designers as well as to the Product Managers on the importance of the MODEUROP Colours. **He then dwelt on the 'colour families' of the Spring Summer 2015 season i.e. the Blues and Greys of the LOGICAL Group; the Reds of the EMOTIONAL Group and the Greens and Browns of the NATURAL Group and also explained how the Colour families could be interpreted differently to get at the Light, Strong and Dark colour groups.**

Shri Sadiq then proceeded to describe the process of voting for the **"Top Colours" for the Spring Summer 2015 season** and also invited Shri Tapan Nandi, Regional Chairman (ER), CLE, Shri Anup Chatterjee, President, IIDF and Shri MV Kulkarni, Vice President, IIDF to **release the "Bestsellers of the Spring Summer 2015 season."**



In Picture: Shri Tapan Nandi, Regional Chairman (ER), CLE; Shri AK Chatterjee, President, FREYA-IIDF and Shri MV Kulkarni, Vice President, FREYA-IIDF releasing the 'TOP Colours' for the MODEUROP Spring Summer 2015 season. Shri K Dayalan, CSIR-CLRI Shoe Design & Development Centre is displaying the BESTSELLERS for the MODEUROP Spring Summer 2015 season.

Shri K Dayalan, CSIR-CLRI then demonstrated the Top Colours/Bestsellers of the Spring Summer 2015 season to the members present who appreciated these leathers/colours at close quarters. Continuing with his presentation, Shri Sadiq refreshed the memory of the audience with the events associated with the MODEUROP Roundtable and Colour Club Meeting for the Spring Summer 2015 season held in Agra during November 2013 by showing a Video film capturing the essence of the activities during this event. He added that following the MODEUROP Colour Trends for the Spring Summer 2015 season there were also the MODEUROP Fashion Trends for Men's wear, Women's wear & Kids wear as well as MODEUROP Store-Check, the MODITALIA Texture Trends and all of them were available and posted exclusively on www.indiadesignclub.com including the MODEUROP TOP Colours for Spring Summer 2015 season.

Describing the Fashion Trends for Menswear for the Spring Summer 2015 season, Shri Sadiq divided them into the three sub-groups: Logical, Natural and Emotional he said that it was essentially 'Clean Smartness.' Continuing, he turned his attention on Fashion Trends for Womenswear for the Spring Summer 2015 season and described the Fashion Stories as being based on Pure Sensuality, Paradise on

Earth and Athletic Appearance. He enunciated the silhouettes and the detailing that would be in vogue and emphasized that '3D Effects', 'Laser cuts' and 'Diamond Stitching' would be in demand.

Shri Sadiq then informed the audience about the MODEUROP Store-Check for Spring Summer 2015 for Shoes & Handbags and told them about over a few thousand photo images from the leading fashion capitals of the world covering Men's Trendy and Sporty Footwear, Women's Trendy and Sporty Footwear, Men's Classic and Elegant Footwear, Ladies Classic and Elegant Footwear and Ladies Trendy and Sporty Handbags being hosted on the India Design Club website:

www.indiadesignclub.com

(url sponsored by: Ms/ Bachi Shoes Limited)

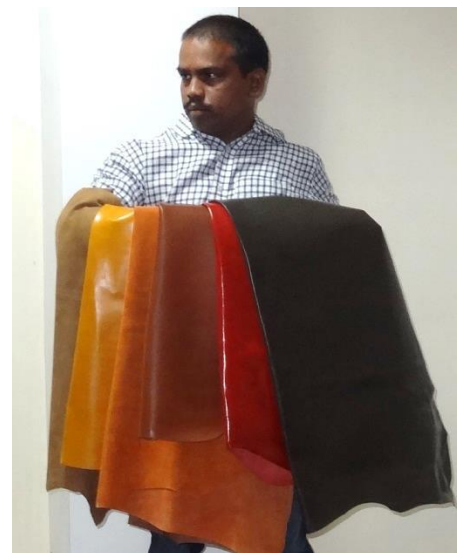
He informed the gathering about the proceedings of the MODEUROP Colour Club Meeting for the Autumn Winter 2015/16 season in Spreitenbach, Switzerland and focussed on the Trend Presentations made at that meeting. He quickly traced the Colour Inspirations for the season as being **"Ready for a new day"** and explained that the new day starts in the middle of the night with Light and colour belong together, because nothing changes the perception and character of colours more than the fluctuation and intensity of light. He added that the gloomy and dark shades of the night, illuminated only by stars or flashes of lightning, morph into hazy and elusive nuances at the break of dawn, then erupt into bright and warm colourfulness thanks to the intense rays of the sun during the day. These changes in lighting and colour intensity are what inspired the MODEUROP team in the design of the new Colour Card Autumn/Winter 15/16, and so the new titles of the new Colour Stories were: **Midnight – Early Dawn – High Noon**, he elucidated.



Colours of
MIDNIGHT



Colours of
EARLY DAWN



Colours of
HIGH NOON

In Picture: Shri K Dayalan, CSIR-CLRI Shoe Design & Development Centre displaying the MODEUROP Colours for the Autumn Winter 15/16 season in the three colour groups.

Describing the **'MIDNIGHT'** group, he explained that the colours of the night were dark – black almost – and their depth was intense and rich too which reflected in the infinite night sky, its fabulous display of colours: We can see the universe and discover shining stars that illuminate the scene, he added. To further emphasize on the accents and colours, Shri K Dayalan paraded these group of leathers to the audience who could then realize the transcendental beauty of the leathers comprising the MIDNIGHT group.

Proceeding with the **"EARLY DAWN"** group, Shri Sadiq said that it was akin to an early day in winter and when the day breaks, Darkness recedes and the sun starts its ascent and even though everything is still hazy, foggy and vague, the "awakening" of colours is a subtle and delicate process. To embellish this point, Shri K Dayalan exhibited the Colour nuances of these leathers ranging from shades of pastel to

neutral brown and bluish hues which helped the audience imbibe the sophistication and importance of these leathers.

Finally, dwelling on the **"HIGH NOON"** group, Shri Sadiq explained that as Noon approaches, the sun is at the zenith and the autumn or winter sun warms up the earth and the Colours are changing accordingly everything appears softer, mellower, warmer and richer! To underline this further, Shri Dayalan showcased this range of leathers and made the audience realize the warmth of the leathers and the distinguishing characteristics of this group of leathers and colours.



In Picture: Shri Md Sadiq, CSIR-CLRI Shoe Design & Development Centre continuing his Trend presentation covering: SS2015; AW15/16 and SS 2016 seasons

Continuing, Shri Sadiq then described the process of Colour selection for the MODEUROP Autumn Winter 15/16 season and said that the "Winning Colours" from India comprised 22 out of 31 colours from Indian leather/ colour proposals featuring 10 out of a total of 19 colours for Shoes & Accessories, and 12 out of a total of 12 colours for Leather Garments. He briefly touched on the 'Colour Christening' and informed that the Colour Card for the Autumn Winter 2015/16 season was released in a unique way "on the road" by visiting various Tanneries and Chemical Companies and releasing it in their midst. This was intended to popularize the endeavour, he said. He also informed that the Colour Card for the MODEUROP Autumn Winter 2015/16 season was now available and in an interesting way announced that those having a "Red Dot" on the Brochures distributed to the participating members at the beginning of the Seminar would be given 'Complimentary Colour Cards for the Autumn Winter 2015/16 season.' Four such lucky participants were then handed over the Colour Cards by Mrs Antara Kumar, Executive Director, FREYA-IIDF.

Shri Sadiq also highlighted that globally the Fairs were advanced and informed about the new dates for the important fairs and explained as to 'What does this mean for the Indian Leather Industry?' and he said that the Indian Leather Industry that makes a special mark on Global Leather Fairs would have

to necessarily advance its calendar to suit the new dates and ready the new season's collections well ahead of time! He added that the All China Leather Exhibition slated for 3-5 September 2014 in Shanghai would be a test bed and although, this Fair would primarily focus on the Leathers/ Materials for the Spring Summer 2015 season; the Industry must be ready with the New Leathers & Materials for the Autumn Winter 15/16 season; for this exposition itself. He added that the two most important fairs follow: LINEAPELLE & LE CUIR and CSIR-CLRI would be releasing the MODEUROP Colour Card for the Autumn Winter 15/16 season on 20th May 2014 and this would give the Indian Leather Fraternity an added advantage to develop the NEW Leathers & Colours for the Autumn Winter 15/16 season three months ahead! He added that keeping in mind the new global schedule, MODEUROP too had advanced the dates of its Roundtable & Colour Club Meeting for the 'Spring Summer 2016 season" to 22-23 October 2014.



In Picture: Smt Antara Kumar, Executive Director, FREYA-IIDF presenting a copy of the MODEUROP Colour Card: Autumn Winter 15/16 season to a WINNER participant at the dissemination programme; in the august presence of Shri MV Kulkarni, Shri Tapan Nandi and Shri AK Chatterjee (L to R on the dias)

He then proceeded to give the **First View of Colours for Spring Summer 2016** season. The Preview featured the forty colours for this season in the groups Stuff, Antik, Flux and Bliss.

Shri Sadiq concluded his presentation with a mesmerizing video film that depicted how Kolkata attracts Chennai and thanked the organizers for their warmth. He said that he had a passion for the words "first in Kolkata" and it was always a pleasure to do things first in Kolkata as it was today in Previewing the Colours for the Spring Summer 2016 season.

Team CSIR-CLRI thanked CLE, ILPA and FREYA-IIDF for the opportunity given to make the Technology and Trend Seminar and also for their excellent warmth and cordiality.

Shri Tapan Chattopadhyay, Regional Director (ER) thanked Team CSIR-CLRI for their presentation and mementos were given to them.

Shri MV Kulkarni, Vice President, IIDF summed up the proceedings. He thanked Team CSIR-CLRI for travelling to Kolkata and for sharing their knowledge. He opined that the presentations made were

highly informative and useful to the Product Manufacturers. He said that the Technology presentations were also interesting and helped focus their minds on thinking differently. He was effusive in his praise for the excellent insight given into Chromium VI and for the details on compliance. He said that he had learnt a lot today.



He said the Trend presentation was very interesting and very exciting and the trade members always looked forward to seasonal presentation on leather colours. He added that it excited them a great deal to follow the Trends and achieve success in their businesses. He concluded by thanking the industry members for their wholehearted participation.

Shri Anup Chatterjee, President, IIDF proposed the Vote of Thanks. He said that they were continuously getting Team CSIR-CLRI to Kolkata and they always delivered excellent and informative presentations which benefitted the industry enormously. He said they always went back with a lot of new thoughts and very good inputs from these presentations. He said that one cannot thank them enough and underlined their special affection and attachment for Kolkata.

Shri Chatterjee stated that the Advance Information provided by Team CSIR-CLRI was always special and he was doubly delighted that they had **'Previewed the Spring Summer 2016' in Kolkata first**. He added that the inputs provided had helped the Leather Industry in the region to present excellent Leathers to their buyers who have been very much impressed by the developments made by them.

Commenting on the "Gait Analysis" presentation, he said that CSIR-CLRI should study the effects of the various parameters of a Handbag/Briefcase (Weight, Handle length, Buckle strength etc.) and see how they affect the Human Movement. This, he opined, would help strengthen their Product Engineering to make a better product.

He thanked Mrs Antara Kumar, ED, FREYA-IIDF and her team for organizing the seminar so efficiently. He also thanked the Industry members for their presence and support. He also thanked the Regional Chairman (ER), CLE Shri Tapan Nandi, Shri MV Kulkarni, Vice President, IIDF, Shri Pradeep Bothra and other leading members of the industry for their presence and encouragement.

PHOTO-GALLERY

