



Denim Club India
www.denimclubindia.org

Join Denim Club India As A Member!
Membership is Free!!

Founder`s Desk
info@denimclubindia.org

Ref: DCI-NL/0005/160510

16 May, 2010

DCI Newsletter : Industry in Dire Need of bridging gaps between the Fashion Designers and Denim Manufacturers

Denim News : Videos : Articles : Websites : Jobs : Careers In Denim

Hello!

The denim story for India began in the 80's but today India is among the top denim producing countries of the world.

The demand for jeans, the most popular denim garment, has also increased, in the period from 1998 to 2008 the demand has increased by 129 percent.

Undoubtedly jeans are more popular amongst youth due to the rough and tough nature as well as a statement of individual fashion statement.

In the west almost every popular brand has a denim line and renowned designers keep launching new premium designer brands, offering wearable and fashion forward garments each season. In India despite the presence of numerous indigenous brands, the international brands have more visibility and appeal for the globe trotting youth.

Industry in Dire Need of bridging gaps between the Fashion Designers and Denim Manufacturers

The market for jeans and all sorts of denim products is thriving overseas. From designer denim wear including dresses, vests, jackets, jumpsuits, rompers and shorts to school uniforms, and accessories such as handbags, shoes, belts, caps, denim is increasingly being used in different types of conceivable products. In India however, the market for denims is dominated only by jeans wear.

Rapidly changing lifestyles and influence of western culture is fuelling the need and demand for designer denim in India. International brands have been increasing their operations and they continue to be a preferred choice for the Gen-X, since the Indian brands are lacking in the design element.

Last year, at Lakme India Fashion Week, Bollywood star Akshay Kumar created ripples with the denim designs created by designer Tarun Tahiliani for Levi's, and this year, designer Narendra Kumar brought out a special denim collection for Killer Jeans. Both are indicative of some joint efforts being made between Fashion Designers and Denim Manufacturers, but a lot more still needs to be done to fulfill the domestic demand and fuel the growth for designer denim brands.



Fashion trends come and go as each decade goes by, but one trend that has remained intact over so many seasons is the beloved denim. A trend that was born in Nimes, France and raised in America, denim collections have undergone tremendous changes through the passing years.

Created in the 18th century for miners due to the durable nature of the fabric, denim didn't become popular until the 1930s. The popularity of denim continued to grow during the following decades, and were was transformed forever in the 1980s with debut of high fashion denim. **Jordache**, **Calvin Klein** and **Sergio Valente** were amongst the pioneers in creating slimmer, tight fitting designer jeans.

Read more about the domestic demand for designer denim in India, views of experts from manufacturing, retail sectors and well known and upcoming fashion designers about indigenous premium denim lines and the key factors which make overseas brands more popular and sought after than indigenous brands.

[Click here to read complete article on Denim Club India](#)

I would also like to request you to join and also invite your colleagues and associates in the denim industry to come together on this unique platform for denim professionals..

I also invite you to send in relevant and interesting articles, research and innovations, which can be shared with the entire DCI fraternity.

I look forward to your valuable inputs to further this initiative and improve DCI platform.


Please note that we have included a convenient UNSUBSCRIBE link at the bottom of this mailer, so that in case you do not wish to receive any further emails from Denim Club India, you can let us know.

Keep In Touch, and Keep Smiling, Always!

Dudeja, R.
Founder
Denim Club India

Coming Soon
Indian Denim Industry Growth Opportunities

First Ever Trade Event in India Dedicated to Denim Industry



B2B Platform
for Denim Manufacturers, Garmenters
Process Houses, Retailers, Buying Houses
brought to you by **Denim Club India**

India is one of the largest producers of Denim in the world, with almost 600 million metres of denim being woven every year. Moreover, the production of denim is expected to double in the next few years. Almost half of the denim produced in India is used for domestic market, which again is expected grow at 10 to 15 per cent annually.

However, the denim industry in India does not have even a single dedicated business show, where the technicians and professionals involved in the denim supply chain can meet, share ideas and experiences, and take a look at the future in a collective way.

To fill in this gap, **Denim Club India** will be organizing the **first ever exclusive trade event dedicated to denim** - to help meet the needs of a rapidly evolving market and to enable all stake-holders to come together on one platform.

[Click here to find our more about INDIGO](#)



<http://www.denimclubindia.org>

[Unsubscribe from Denim Club India Mailing List](#) | [Register with Denim Club India](#) - Registration is Free.