

Fashion licensing an opportunity for the brands to expand globally

Over top 20 Fashion Houses came together under one platform for setting a roadmap of global expansion of fashion industry at an exclusive Conclave held in New Delhi

New Delhi, Delhi, June 3, 2009 /[India PRwire](#)/ -- It now the turn for Fashion Industry to go global as currently domestic fashion industry constitutes 0.2 percent of the global designer wear market which is 162,900 crore and is increasing 9.5 percent annually.

License India hosted an exclusive conclave on Indian Fashion & Lifestyle industry in New Delhi, where brands like Kimaya, Satya Paul, Bizzare, Spykar, Swarovski, Bentley, Forest Essentials and more shared the tactics of Fashion Industry and Brand Licensing.

Some of the eminent speakers addressed the conference were **Mr. Pradeep Hirani**, *Kimaya Studio*, **Mr. Puneet Nanda**, *Satya Paul*, **Ms. Anjana Bhargav**, *Deisgner*, **Mr. Sanjay Vakharia**, *Spykar*, **Ms. Pushpanjali Sharma**, *Bentley India*, **Mr. Ashish Gupta**, *Aerens Gold Souk*, **Mr. Rahul Vira**, *Gili*, **Dr. Tarun Panwar**, *Pearl*, **Mr. Rajive Gupta**, *Bizarre*, **Mr. Samarth Bedi**, *Forest essentials and more.....*

As said Mr. Gaurav Marya, President, Franchise India "Indian consumers are becoming more fashion conscious and this would further drive the growth of fashion industry and would also set up a trend for the industry. Given the increasing organized retail, growing brand consciousness, licensing is gaining awareness in the country. License India can act as that key solution provider who would understand the requirements of the designer and then provide them adequate solutions. "

Mr. Pradeep Hirani, Kimaya said "India has the maximum number of fashion shows. The fashion infrastructure is booming in the country and the recession is working in favour of India. India is the best place to provide couture at prêt prices. Mass fashion brands have generated interest and now it the luxury ones where Fashion licensing can create a major impact in the industry."

Anupama Bindra License India Said, "Designers can license their name as well as designs. They can enter into co-branded merchandise. This has been happening in pockets probably due to lack of a strong licensing agent who can provide 360 degree solution."

Puneet Nanda, Satya Paul siad "Some designs are created to generate attention and then designs are created to generate revenue. A designer should be aware and should know that the design being created is aimed at what – attracting attention or generating revenue since designs aimed at the latter would need to follow the line and should match the expectations of the buyer."

Notes to Editor

Franchise India Holding Limited is Asia's integrated Franchise consulting company since 1999 with an absolute authority on Franchising, Licensing, Retailing, Real estate and Marketing and has already consulted many major brands in past few years like HCL, MGF, Kwaliti Walls, Tata, Gitanjali, HSBC, Levis, JK Tyres, Lakme, D'damas, Adidas, Euro Kidz, The Apollo Clinic, Chhabra 555, Kidzee, Motilal Oswal, Rosebys, Next, Welhome and more through media, advisory and exhibitions. With its strategically formed divisions, FIHL has created its own niche as the pioneers of franchise industry and a small business authority.

About the Organizers

License India, a division of Franchise India Holdings Limited, is a pioneer in the licensing industry in India and has a well-established division to provide a conducive platform for the growth of international brands & identities in the country. License India has three verticals – Events, Publication & Advisory, to provide a complete range of services for interested brands/identities/property owners as well as manufacturers & retailers interested in licensed merchandise.

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