

An Autumn in Ambur !

A Trend presentation on Colours, Leathers & Textures for the Autumn Winter 12/ 13 season

Saturday, 9 July 2011; 3.30 pm to 4.30 pm, Room B, Second Floor, Ambur Trade Centre, Ambur



The **MODITALIA** Colours & Textures for the Autumn Winter **12/ 13 season** was released on Saturday, 9 July 2011 by **Prof Dr AB Mandal**, Director, CSIR-CLRI to **Shri PV Gopalakrishna Bachi**, President, ISF and to **Shri K Srinivasan**, Convenor, Finished Leather Panel, CLE; on the occasion of **Ambur OPEN 2** held at the Ambur Trade Centre.



Audience in rapt attention

On the occasion of **Ambur OPEN 2**, **CSIR-CLRI & ISF** presented **“An Autumn in AMBUR”** - A Trend presentation on **MODEUROP Colours, Leathers & Textures** for the Autumn Winter 12/ 13 season on **Saturday, 9 July 2011; 3.30 pm to 4.30 pm, Room B, Second Floor, Ambur Trade Centre, Ambur.**

The **TREND** presentation was coupled with the release of **MODITALIA Colours & Textures** for the Autumn Winter 12/ 13 season and the release of the **official MODEUROP Colour Card** for the Autumn Winter 12/ 13 season.

The response to the Trend Seminar was overwhelming and the Tanners, Product Designers, Technicians and Chemical Companies participated in the CSIR-CLRI seminar in large numbers.

The seminar was presided over by **Prof Dr AB Mandal**, Director, CSIR-CLRI and **Shri PV Gopalakrishna Bachi**, President, ISF & **Shri K Srinivasan**, Convenor, Finished Leather Panel were the Guests of Honour.

The detailed programme flow of the seminar is reported.



Prof Dr AB Mandal
Director, CSIR-CLRI



Shri PV Gopalakrishna Bachi
President, ISF



Shri K Srinivasan
Convenor, Finished Leather Panel, CLE

Prof. Dr AB Mandal, Director, CSIR-CLRI who presided over the seminar welcomed the gathering.

In his address, Dr Mandal stressed that the demands of the fashion industry plough ahead remorselessly. No sooner is one season gone than another looms with a whole new range of designs, colours and materials. It is an exciting journey of discovery and creativity and he said that he was proud that CSIR-CLRI was playing a vital role in charting the industry through this journey successfully.

He reiterated that CSIR-CLRI, had always worked in tandem with the Indian Leather and Leather Product industry to help it put its “Best Foot Forward” and would always strive to raise the bar and render more value added assistance and provide the industry with the latest design and trend intelligence. He underlined that CSIR-CLRI's endeavour to bring the MODITALIA TRENDS was a step in this direction.

For India, he emphasized, the recipe for progress was to make its presence felt in the foreyards of the leather trade and it was imperative that it be in the vanguard of deciding fashion colours and textures that are followed globally.

Dr Mandal said that it was a great pleasure and privilege for CSIR-CLRI to host the Trend Seminar programme at Ambur Open 2. He said that the programme was structured to give the industry a fast track to leather fashions and presented forward-looking trends in product presentation with ideas for complementing the ranges of the manufacturers. He reiterated that he was confident that the Industry would benefit immensely from the advance information that was disseminated by CSIR-CLRI.

He expressed his happiness to see that so many of the industry representatives at the Seminar to interact and benefit from the information and intelligence being presented.

He also thanked ISF, CLE, IFCOMA, IFLMEA and ITPO have been CSIR-CLRI's partners in progress for their support.

He said that no words were sufficient to thank the co-sponsors who walked hand-in-hand with CSIR-CLRI to bring the fruits of the MODEUROP endeavours to the industry. He especially mentioned that the Chemical companies have geared themselves up and are ready with the recipes and textures of the MODEUROP predicted colours, no sooner as they are announced. The range of leathers being developed by them is greater than ever before which would assist the exporters to make the correct choice for the season in address.

He concluded by expressing the hope that the seminar was an enriching experience for all.

Prof. Dr. AB Mandal then proceeded to release the MODITALIA Trends for the Autumn Winter 2012/13 season, the Official MODEUROP Colour Card for the Autumn Winter 2012/13 season and the CD version of "An Autumn in Ambur" presentations. The RELEASES were received jointly by the Guests of Honour Shri PV Gopalakrishna Bachi, President, ISF and Shri K Srinivasan, Convenor, Finished Leather Panel, CLE.

To honour the distinguished dignitaries, shawls were presented by Prof Dr AB Mandal, Director, CSIR-CLRI to the two Guests of Honour Shri PV Gopalakrishna Bachi and Shri K Srinivasan. Shri PV Gopalakrishna, in turn, presented a shawl to Prof Dr AB Mandal.



Shri PV Gopalakrishna Bachi, President ISF then addressed the gathering.

In his address he remarked that Leather was a fashion product and its colour and texture added to the creative value and contributed to the value realization from leather products. For India, to make its presence felt in the foreyards of the leather trade, it was imperative that it be in the vanguard of deciding fashion colours and textures that are followed globally.

He underlined that MODEUROP, was an internationally recognized body, that forecasted fashion and trends in leather for the International market three seasons in advance and brought out a 'COLOUR CARD' which was zealously followed by all in the leather business. It consisted of fashion experts from the leading fashion capitals of the world and India had been an important member of this elite body since 1994.

Shri Gopalakrishna expressed delight in the fact that in its maiden foray, India had one colour selected and it had grown in strength from year to year and today it dominated the MODEUROP colour selection process with over 80% of the colours featuring in the MODEUROP Colour Card being from India. In fact, the official Colour Card of MODEUROP was now made in India, thus giving a tremendous lead time advantage to the Indian manufacturers over their competitors.

He deemed it to be a great pleasure and privilege to be associated with the CSIR-CLRI's Trend presentation on "Modeurop Colour, Texture and Material Trends" for the Autumn Winter 2012/13 season as well as for the release of the MODITALIA Colours and Textures for the Autumn Winter 2012/13 season and emphasized that the Indian manufacturers had benefitted immensely from the advance information received and the usefulness of this is clearly evident from the fact that they all have been subscribing to the colour card to develop their collections.

He said that the relevance of these forecasts could be gauged by the fact that leading footwear component manufacturers today wanted to combine their "road shows" with the CSIR-CLRI Trend Presentations to demonstrate to the client not only their readiness but also to show the aptness of their components. In fact, the Chemical companies had also geared themselves up and today are ready with the recipes and textures of the MODEUROP predicted colours. Many of them have, in fact, gone a step ahead and today are participating in the MODEUROP ROUND TABLE through their leathers which have innovative textures.

He said that CSIR-CLRI needs to be complimented for giving the right directions to the industry and he applauded them for their dynamism and farsightedness in bringing to the industry the design and fashion intelligence and trend forecasts. He wished this endeavour even greater success in the years to come.

Concluding his presentation Shri Gopalakrishna Bachi suggested that small showrooms could be set up in leather cluster areas showcasing the information being presented by CSIR-CLRI which would benefit the tanneries as well as the product manufacturers of the region immensely.

In his address, **Shri K Srinivasan, Convenor, Finished Leather Panel, CLE** said that "LIFE WE WISH ALWAYS TO BE COLOURFUL, LEATHERS ALWAYS HAS TO BE COLOURFUL....."

Elaborating, he said that a decade or two back our Leather industry, exceptions always apart, in general had been predominantly producing Black/white/browns and reds for years and years and with a classical resin or glazed or polished or pigmented finished leather. However, a great revolution happened with the birth of ModEurop participation by India, where westerners started to look at India with great surprise, started to look at India more seriously than before, with the evolution of fashion, with respect to Trends & Colours.

He said that he had been consistently watching the pace at which the Modeurop endeavour was growing over the last few years and he said that it was only a matter of time before the world's most leading fashion brands would be waiting for the release of colours from Modeurop. He also added that the dynamic team at CSIR-CLRI needs to be complimented for bringing out the colours so quickly ahead of even the European fashion tanneries. This surely, is another feather in their cap, he said.

Shri Srinivasan elaborated that New Surface looks/Textures/Upgradation are the key elements to success. Though too early to predict the trends for the winter 12-13 but with some personal experience and with inputs from some of the Italian tanneries he said that he could share a few points :

- Washed leathers will still continue to be a major part with natural /milled/shrunken/Vachetta looks
- Suedes both from kid and splits will dominate
- Demand for soft patents will continue
- Printed leathers especially snake/lizard print will continue in a big way
- Soft Classic leathers from all animals will always be a constant requirement
- Tamponation & Washed will become a new trend also

He however cautioned that there would be scarcity of Raw materials all over the globe and the hike in prices will continue. We need to be competent enough with all our inbuilt skills to look for upgradation, he said. Gone are the days when people think to upgrade with snuffing and heavy finishing. Today Global demand being what it is, upgradation starts from the drums and according to his personal experience the upgradation of the leathers comes out well starting from a right colour matching from the drums.

He opined that since India was having the largest livestock population in Cow & Goat, our Leather Chemical fraternity should play a major role to help our Industry to upgrade our selection and to add value to it. We should never look at our low selection and feel ashamed of it, he said. Instead we should ask our chemical friends to make good products out of it. Elaborating, he said that he recalled the point that he stressed at the Indian Leather Summit at Delhi that if Italians can use the lower selections and upgrade it

why not we? He said that if everyone can really ask this question to themselves he was sure that our Industry will find ways to realise better values. Better value in leather will always bring in gloom and shine to our Product sectors, he stressed.

Shri Srinivasan pointed out that Modeurop's success was not because it was born but because it had been fed and grown properly by all our Leather fraternity members. Motivating and Encouraging tanners from Vaniyambadi/Ambur/Ranipet/Chennai has always been a success factor for Modeurop and still it continues to be so, he said.

He concluded by complimenting Team CSIR-CLRI for their efforts and in particular he thanked Prof. Dr. Mandal, Director, CSIR-CLRI for being a great motivating factor for all efforts of CSIR-CLRI.



S/Shri Gautham Gopalakrishna, Md Sadiq & K Dayalan making their presentations & demonstrating the Trends for Autumn Winter 12/ 13 season.



Shri Gautham Gopalakrishna, Scientist, CSIR-CLRI in his 'Overview Presentation' traced the chronology of events from the selection of Leather Colours/ textures at the MODEUROP Round table on 2nd and 3rd May 2011 in Germany for the Autumn Winter 2012/13 season. He said that it all began with a 'Flash from MODEUROP' after the MODEUROP Colour Club Meeting for the Autumn Winter 12/ 13 season concluded successfully in Germany. The MODEUROP Colours for the Autumn Winter 12/13 season were presented in three colour groups that feature in the Colour Card: Warmth, Base and Coldness. He informed that there were 23 colours for Shoes & Accessories and 11 colours for Leather Garments for the Autumn Winter 12/ 13 season in these three groups: Warmth; Base and Coldness.

He recounted that INDIA had presented 512 leather/ colour proposals from 23 Tanneries/ Chemical companies under the theme: EXPLORATIONS - celebration of INDIA through 'colours' and an Indian presentation on 'colours and textures' was also made at the Colour Club Meeting. Out of the "winning

colours" there were 15/23 in the SHOES category and 8/11 in the Leather GARMENTS category from INDIA, which is truly a phenomenal achievement.

Proceeding, he said that CSIR-CLRI in association with CLE, ILPA and FREYA-IIDF organized a dissemination programme " - KOLOR KONNECTION in KOLKATA that featured a Trend presentation on the Leathers, Colours & Textures for the Autumn Winter 12/ 13 season on 7th June 2011 where the MODEUROP Colour Card for the Autumn Winter 12/ 13 season was released - first in KOLKATA *again and first GLOBALLY!* Leading Chemical Companies who worked hand-in-hand with CSIR-CLRI showcased their range of New Leathers/ Textures as inspiration for the new season, he said.

He then described the process of the generation of the Modeurop Colour Card for the season in CSIR-CLRI India Design Studio. He first displayed the colour card in its entirety and then masked the 11 colours which were not part of the Indian presentation. He went on to describe how these 11 leathers/colours were developed through the liaisoning of CSIR-CLRI with the Industry members and thanked M/s PA FOOTWEAR and M/s SURA LEATHERS for coming forward to develop these 11 colours to complete the entire Modeurop Colour Card. He also thanked the other 6 tanneries who had their winning colours developed for the Modeurop Colour Card for the Autumn Winter 2012/13 season.

Continuing he then threw some light on the MODITALIA Trends which were "an Italian perspective of Colours, Textures and material Trends for Autumn Winter 12/ 13 season". He also highlighted the release of the official MODEUROP Colour Card for the season and underlined the acknowledgement given by MODEUROP to CSIR-CLRI and the Indian Leather industry's contribution to the MODEUROP endeavour. This could be a great business advantage, he opined.

He also highlighted the salient features of a few important forthcoming fairs. The first was the "Expo Riva Schuh India"- the international shoes and leather accessories event being jointly organized by Expo Riva Schuh, Italy and the Council for Leather Exports, India from 28th to 30th July 2011 in New Delhi.

He described the salient features of the fair:

- The Fair will bring together the strengths of this most experienced footwear trade event organizer and the CLE representing Indian manufacturer-exporters of footwear & leather products from across the country.
- The Indo-Italian Collaborative effort is the First Exhibition of footwear and leather accessories dedicated to Finished Products in India.
- Display of products will include Footwear including full shoes, sandals, Traditional Footwear as Joothies, Kolhapuris, Handbags, Wallets, Small Leather Goods, Belts, other leather Accessories, Travel Bags, Gloves etc.
- Close to 1200 sq m earmarked for domestic Indian participants has been fully sold by the Council. The Expo Riva Garda Fair Organisers also have sold equal area to foreign participants in this Fair.
- There is good response from overseas buyers and visitors too.
- Considering the unique positioning of this fair as the first Finished Products Fair in the Leather/ Footwear Product Space and an Indo-Italian collaborative initiative with a very high percentage of overseas participation; there is considerable interest from domestic Indian retailers, distributors, etc too.

Another important International Fair described was India International Leather Fair (IILF) 2011, New Delhi in Hall No 18 , Pragati, Maidan being organized by India Trade Promotion Organization (ITPO) to coincide with the Expo Riva Schuh India fair.

IILF, Delhi will have on display the entire range of raw materials relating to leather industry such as finished leather; shoe components - uppers, soles, heels, counters, lasts; machinery and equipment and chemicals.

Expo Riva Schuh India being a fair for finished products and IILF Delhi being a fair for raw materials, machinery, chemicals etc., and these two fairs will complement each other very well.

The **TREND dissemination seminar** titled "**An Autumn In Ambur**" covering the Trends for the Autumn Winter 2012/13 season was then presented by **Shri Md. Sadiq, Scientist, CSIR-CLRI**.

In his initial presentation, dwelled upon "Explorations: Autumn Winter 2012/13 season – a celebration of India through Colours." He said that the Curtains for the Autumn Winter 2012/13 season were raised on 18th February 2011. 23 tanners developed 512 leather colour proposals which were then showcased to the industry on 15th April 2011. These leathers were then presented at the Modeurop Roundtable and Colour club meeting under the title : **E X P L O R A T I O N S** - celebration of INDIA through colours.

The presentation informed that The **MODEUROP Colour Club Meeting** for the **Autumn Winter 12/ 13 season** concluded successfully in Germany, presenting the **MODEUROP Colours** for the season in **three colour**

groups that will feature in the Colour Card: **Warmth, Base and Coldness**. There are **23 colours for Shoes & Accessories** and **11 colours for Leather Garments** for the Autumn Winter 12/ 13 season in these three groups. Shri Sadiq also informed the audience of the '**winning colours**' from INDIA which was **15/23** in the **SHOES** category & **8/11** in the **Leather GARMENTS** category- a phenomenal achievement indeed!

Dwelling on the events at the Modeurop Round Table he said that INDIA had presented **512 leather/ colour proposals** from **23 Tanneries/ Chemical companies** under the theme: **EXPLORATIONS - celebration of INDIA through 'colours'** and an Indian presentation on 'colours and textures' was also made at the Colour Club Meeting.

He described that the colour proposals from India, Italy and Germany were displayed together in the three colour groups, namely: WARMTH, BASE and COLDNESS. The Theme/ Mood Boards readied by Ms Marga Indra Heide, Mr Gebhard Muller and Ms Jutta Turnwald were also displayed. A pre-selection of the leathers/ colours in the three groups was made.

Moving on to the next segment of his presentation, Shri Sadiq, then Reflected on the Modeurop Colours for the Spring Summer 2012 season under the themes: Be Excited, Be Balanced and Be Essential. According to him, the optimistic freshness which many collections radiated was of course primarily down to the colours and the clear message for the season was: The desire for colour has arrived!

The powerful colours from the MODEUROP colour range '**be excited**' were represented in almost all collections. Red and orange, pink and turquoise could not be missed. Everybody is aware of the importance of this intensive colourfulness.

The light colour shades from the MODEUROP colour range '**be balanced**' also fit very harmoniously into this natural colour range. In addition to the soft vanilla and the creamy milk shade, the skin shade with a tinge of pink (Blush) was particularly prevalent in combination with the other natural nuances.

The most important theme is **nature** - and thus the MODEUROP colour theme '**be essential**' with its neutral sand and leather colours is just right. The reddish-brown cognac shade (Brick) is repeatedly talked about in a positive light. The addition of the two shades of blue (Indigo and Heaven) is also highly rated commercially.

Talking about the Material Trends, Shri Sadiq emphasized that the most important favourite trend is still nubuck leather and, as an alternative to this, suede. This is no wonder as these materials are particularly good at highlighting the new colours. The trend remains for natural, but with much neater grooming. The days of 'washed-out, used, dirty and destroyed looks' are coming to an end. Even subtle glamour is back in fashion. Gloss is making a return.

According to him, Top priority is once again given to multi- coloured reptile looks, complemented by crocodile and caviar embossing. And one must not forget fish skins and unusual wild cat prints. Another significant trend are laser cuts and perforations. Here too there are countless variations from very fine slits to large holes or imaginative patterns which are reminiscent of lace or flowers.

Flower prints and Hand-crafted things are once again in demand and so, in addition to the traditional braids, there are also numerous examples of irregular woven work, e.g. in different widths, with different materials or contrasting colours. The special thing about the new braids is their softness!

Shri K Dayalan, CSIR-CLRI demonstrated to the attendees the various nuances of the leather colours/textures for the Spring Summer 2012 season. He highlighted the salient features of each sub-theme of the season and showcased the innovation in each of the leathers displayed.

Shri Sadiq then gave a background of the "Colour Voting" held at the Colour club meeting to identify the 'Top Selling Colours'. In tandem with Shri Dayalan, he displayed the Top colours as Linen, Brick, Tangerine, Lagoon, Cuoio and Orchid.

He said that TREND PRESENTATIONS were made by:

- **Ms Marga Indra Hiede & Mr Gebhard Muller, Fashion Experts** made the colour Trend presentation for the MODEUROP Autumn Winter 12/ 13 season.
- **Mr Md Sadiq from CSIR-CLRI** spoke on the Leather & material Trends for Autumn Winter 12/ 13 season
- **Ms Mayouri S from Le Cuir, Paris** presented the Colour Trends for Autumn Winter 12/ 13 season, besides promoting Le Cuir.

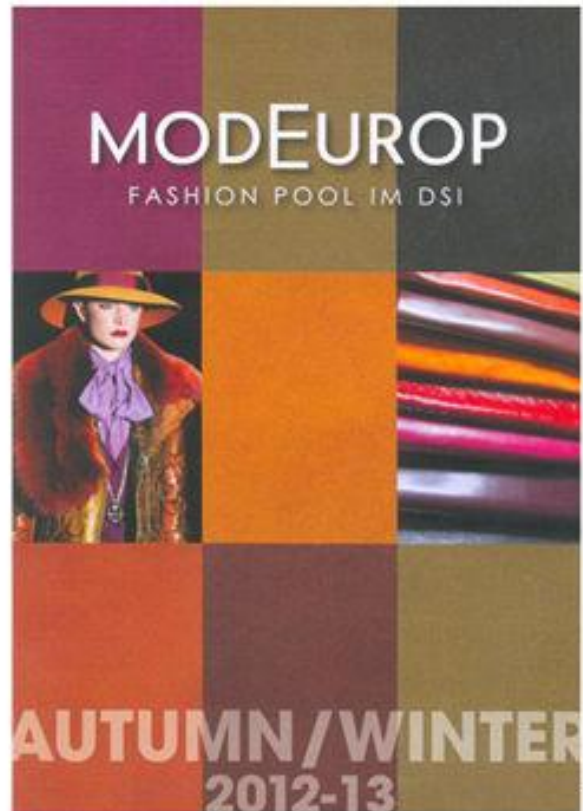
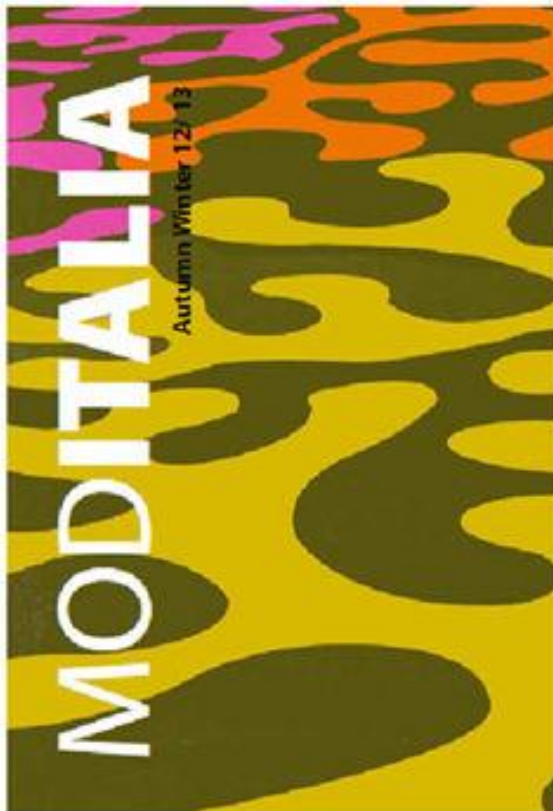
The MODEUROP delegates then chose the '**COLOURS**' for the **Autumn Winter 12/ 13** season in the three groups: Warmth, Base & Coldness. Ms Marga Indra Heide **briefed the Press persons** who attended the briefing session. The colours for Shoes & Accessories and Leather garments were later **christened**. Mr Junkert, Managing Director and Mr Ralph Hanus, President of MODEUROP **thanked all the delegates** for their overwhelming participation. The **dates for the next MODEUROP Colour Club meeting** for the Spring Summer 2013 season was announced: 22-23 November 2011 in Pirmasens, Germany

The presentation then tracked the Autumn Winter 2012/13 season and highlighted a touch of blues, stylish browns, warm camels, three toned colours, harmony and disorder of colours. It also tracked the different colours like Beiges, Greys, Browns, Rusts, Yellows, Greens, Blues and Reds season by season.

He continued his presentation with a preview of the Autumn Winter 2012/13 season. He said that after the severe turbulence of recent times – from financial crisis and natural disasters to the accident at the nuclear power plant – we have been looking for new orientation. Our sensitivity for the lasting, the timeless and the sustainable has increased.

Our desire for the new and the surprising nevertheless remains as strong as ever. In many cases, our consciousness – and thus our viewpoints – has changed. We are seeing certain things from a new angle. Much has suddenly become clearer, the differences more distinctive, the extremes greater. We are no longer willing to compromise: it's black or white, hot or cold, light or dark, North or South. This list of contrasts extends into infinity and can even be used as the impetus for the new A/W 12-13 leather colour card.

Describing the three colour groups of **Base, Warmth and Coldness** he stated that Starting from this solid basis, we are now moving in two fashion directions: either towards the heat or towards the cold. Or, to put it another way: towards the fire and the embers of hot red and amber shades, combined with equally warm brown and green tones. Or we are getting cooler, more futuristic and more modern with the frozen, new blue and green shades, inspired by ice and the new technologies of our 21st century.



Shri Sadiq, then concluded his presentation by describing in detail the MODITALIA Trends – Autumn Winter 12/ 13, an Italian perspective of Colours, Textures and Material Trends for Autumn Winter 12/ 13 season. The themes covered were:

- JURASSIC MOOD
- WORK ATTITUDE
- CLASSIC SUGGESTIONS
- RE - MUTATING FLAIR

The seminar concluded with the THANKING of ISF for the seminar facilitation and the Guests of Honour and the audience for their interactive participation.