

## Arrow develops smart shirt

Arrow has developed a smart shirt with a chip. It lets one share their LinkedIn and Facebook account details and even their visiting card details with just a tap. It lets one play their favorite music on their smart phone or via bluetooth connecting speakers. During a meeting, a tap on the cuff ensures the phone goes on silent mode. When a call comes, it automatically sends a message saying the call will be answered later.

Arrow has been at the forefront of several innovations like the detachable collar, the first pre-shrunk cotton short, and the stitchless shirt. It took Arrow a year and a half to develop this range. It has been through various tests to make sure that it is free of harmful radiation, beep-free under metal detectors and will withstand washing as well as ironing. The company will extend the wearable technology to other areas such as women's wear and athleisure wear.

US-based Arrow, is better known for its



formal menswear collection for office-goers. Offerings under the Arrow brand include a broad assortment of apparel, including dress shirts, neckwear, sportswear, and accessories. There are two collections a year, spring/summer and fall/winter. The target consumer is 24 to 40.



to a new audience.

The characteristic of the brand lies in the weaving process, where fabric and materials transfer from the hands of one artisan to another, bringing alive the Indian culture of handcrafting and designing pieces that are different. Pero reinvents classical styles to contemporary buyer's aesthetics; its sensitivities evoke an impeccable statement in daily dressing. Every season is a spoonful of selections that vocalize comfort in hand-stitched natural materials, exquisitely crafted pieces that not only empower women behind it but append significance for the wearer as well. The brand is deep-rooted in the ideology of upcycling. The label recreates recyclable materials and molds them into chic, wearable merchandise.

## Designer Anju Modi unveils new Biba collection in Kolkata



Designer Anju Modi recently unveiled an exclusive collection titled 'Biba by Anju Modi', at its store in South City Mall, Kolkata. The collection aims to tap the niche premium ethnic wear segment in the country. It offers metallic and floral prints, intricate hand embroidery and fine zari work on pure fine fabrics like silk, chanderi, velvet and modal.

The collection caters to the needs of those consumers who wish to avail the brand's designs at discounted rates. It fulfills their need for premium designer occasion wear. The collection will be retailed at select BIBA stores in India.

## Clovia launches moisture-wicking active wear



Clovia a lingerie brand owned by Purple Panda Fashions has launched a range of active wear with moisture-wicking properties. The new collection includes workout pants with a high waistband to support tummy and sports bras. After tapping

a large chunk of the online lingerie market in India, Clovia is now looking make a mark in the active wear segment with new offerings. With portfolio expansion, Clovia has been growing at 100 per cent every quarter and currently ships over 6,00,000 units monthly.

Maternity wear is also in the offing. Clovia is looking at the women's apparel market for growth. Along with the expansion of its product portfolio, the company has also planned retail expansion across India. Clovia currently has around 15 exclusive stores and is also available in around 250 multi-brand outlets and shop-in-shops. Clovia will open another 15 exclusive brand outlets this year coupled with an additional 200 touch points in multi-brand outlets and shop-in-shops. Plans are on to expand its footprint across the country, both through offline stores and by strengthening its presence on the online platform Offline now accounts for around 15 per cent to 20 per cent of its total sales while the balance 80 per cent happens online.

## Pero opts for neutral colors

Fashion brand Pero's autumn/ winter 2019 women's collection features a neutral color palette of navy blues and greys. The androgynous collection mixes classic western wear tailoring with traditional Indian dyeing techniques and small flourishes of brightly colored embroidery.

The 10 year old brand is known for its innovative embroidery and sustainable design. Pero will hold two pop-up events on September 27, one in collaboration with Cinnamon in Bengaluru and one in collaboration with Elahe Urban in Hyderabad. The event will give Hyderabad's shoppers a chance to see Pero's current collection in person and take the brand

## Ishaavi launches new collection from recycled and organic textiles

New brand Ishaavi is using recycled fabric scraps and organic textiles for its first collection titled "Glass Bamboo". The collection is made from fabric scraps, cuttings, headers, mock-ups, overstock bolts, and other unwanted excess fabric to reduce waste in the industry. It features loose tunics and kurtas in neutral tones, reds, and navy blues.

The brand's products range in from Rs 2,000 (\$28.21) to Rs 14,000, which makes them affordable for everyone. The brand uses pop-up shops and events to promote its operations, and is currently expanding its retail presence. It is also gearing up to launch a dedicated e-commerce site in around six weeks. This e-commerce site will expand its customer reach besides allowing its shoppers across India to purchase its sustainable designs.

