

Lingerie brands in india



Lingerie brands in India The lingerie market in India is still in its infant stage and, until in recent times, the accessibility of high quality intimate apparel was limited to irregular or grey imports sold under the counter. Because of the limited products and lack of enough specialized and organized retail atmosphere, the fashion realization and quality awareness of the Indian consumer for intimate apparel is yet to be realized. India is also one of the most scattered retail markets in the world. The products, so far, have been mainly marketed as a commodity and are price and margin oriented. .

Enamor When Gokaldas Intimatewear began developing Enamor, their first aim was good fit. Across India Enamor surveyed and measured 4, 000 women. They noticed that 80 per cent of Indian women wore a uncomfortable fitting underwear. In India, bras were made only in B and C cup sizes, though Enamor's research found that most Indian women required A or D cup sizes. 2. Triumph In India Triumph, Lovable Lingerie, Enamor, VIP, Juliet, Amul etc are major players in lingerie market. Today 70 per cent of the lingerie market of India is unorganised.

But that can be replaced with the increase in the number of malls and quality-conscious consumers. For example, Lovable's growth of 20 per cent last year was sustained by new retail space. 3. Liberty The first trendy movement for both men and women was seen when Associated Apparels Pvt Ltd, producers of Liberty shirts, introduced the world famous Maiden Form bras, Jockey men's underwear and Jantzen swimwear in 1962 in India. Even today Libertina and Liberty are still one of the major players in the lingerie market. 4. VIP

In 1971, VIP entered the men's underwear market with a big-bang and became the most talked about brand due to its advertisement featuring model Dalip Tahil. Since then VIP is a leading player in the men's and women's underwear market. And introduced Loveable in 1996 was a huge success as they brought in a foreign brand, but it was made in India. Lovable was followed by Feelings, VIP's domestic products and Daisy Dee another foreign brand.. VIP's fashionable new men's innerwear called Frenchie X was targeted to meet the challenges thrown by the foreign brands. . Rupa & Co Another leading brand in the lingerie market is Rupa & Co established in 1985. Its variety of men's, women's and children's underwear put together makes it India's biggest innerwear manufacturer and seller. Besides these two brands there are other labels produced by them. Amul, Lux Cozi, Dollar are some of the brands catering to a particular segment of the men's underwear market, while the lingerie segment has its own local offerings like Neva, Bodycare, Softy, Lady Care, Little Lacy, Red Rose, Sonari, Feather Line. . Jockey In the 90s Jockey re-entered the Indian market followed by Calida and Liberti Blu. Then the very high fashion Gossard existed for a limited time. 7. Foreign Brands In the 21st century, Enamor, another foreign brand entered the Indian market through Gokaldas Exports and the very chic French brand Aubade started its only outlet in Mumbai. La Senza is the next foreign brand that is set to enter the market while Hanes has already set with a very unconventional ad campaign targeted to comfort for the Indian male.

One of the leading foreign players in the Indian lingerie market is Triumph. They have a presence in 150 countries around the world and a turnover of

US \$2 billion with a production of over 200 million units annually, producing 6000 new fashion styles per year designed by 200 designers in 11 countries. Lately, well-known international lingerie brands - Aubade - from the fashion capital of France has entered in Indian market. world showing the latest trends in innerwear fashion.

New underwear fabrics with 'anti' treatment like anti-stress, anti-smog, anti-static, anti-allergic, anti-bacterial, anti-moisture and anti-odour pamper the body. Top European products like Bruno Banani, Excellent, Schneider, Louis Feraud, Calvin Klein, Gianfranco Ferre, DKNY, La Perla, Gossard, and Schiesser are some of the brands that set their inspiration to the ultimate test. Thanks to the new outerwear performance made by designers around the world and India, lingerie is seemed with renewed fascination in India too.