

REPORT – SEMINAR ON HEIMTEXTIL 2023 COLOR TRENDS & VISUAL MERCHANDISING HELD AT KARUR ON 15.09.2022

Heimtextil being held at Frankfurt, Germany in January every year is the flagship event for the Council and its members with a sizeable number of participations by the members either directly or through the Council. As the event marks the beginning of buying season for the year, the event attracts trade visitors from across the globe, hence, the participants undertake new product developments to offer to the Buyers. As a measure to cater to the need of the participants in preparing their samples in line with the upcoming design and color trends, MesseFrankfurt, as the event organiser, releases trend forecast based on the inputs from the industry experts with a survey in different markets.

In order to help the member exporters in understanding the color and design trends, Handloom Export Promotion Council organises a seminar ever year to disseminate information on color/design trends inviting presentation from resource person(s) from National Institute of Fashion Technology. In this context, for the upcoming participation Heimtextil 2023 (10-13, January 2023), a seminar was organised at Karur in The Royal Grand Hotel – Royal Majestic Hall on 15.09.2022 on “Heimtextil Trends 2023 & Visual Merchandising” to disseminate information on color and design trends for the season 2023-24 and also guide member exporters on product presentation during the event participation. The seminar was organised with the financial grant under the National Handloom Development Programme (NHDP) scheme of the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.





The seminar started with a welcome address by **Shri.N.Sreedhar, Executive Director, HEPC**. The Executive Director in his speech invited member exporters to avail various export promotion activities being undertaken by the Council with the financial assistance from the Government of India.



Shri.P.Gopalakrishnan, Chairman, HEPC delivered the Key note address highlighting various activities being undertaken by the Council to help the member exporters in reaching out to various markets and stressed upon the importance of this programme in preparing for Heimtextil and beyond.



Shri.M.Nachimuthu, Honorary President, The Karur Textile Manufacturer Exporters Association (KTMEA), Karur delivered a special address sharing his experience and advising the peer group as to how to expand their business through product innovation, updated market knowledge.



Shri.Arun Yadav, Head-Sales, Sourcewiz made a presentation on Digitization in Textile & Garment Industry in the present market trend through digital catalogue, product compilation and retrieval, record of buyer profile and their needs digitally and also various tools being offered by them for an effective presentation during event participation.



Ms.Biniya A J, Assistant Professor, Dept. of Design Space, NIFT, Bengaluru handled session on Heimtextil colour trend 2023 presenting the color and design forecast in line with Heimtextil trends on four themes namely “Make and Remake”, “Continuous”, “From Earth” & “Nature Engineered”. In her presentation, she narrated the key elements to be focussed in developing the samples based on above themes.



Dr.Vibhavari Kumar, Professor & Chairperson-Fashion Communication, NIFT, Bengaluru made a presentation on the elements to focus on presenting the products in exhibition for an effective Visual Merchandising to catch the attention of the visitors.



Dr.B.Raja, Assistant Professor, Fashion Communication, NIFT, Bengaluru made a presentation on Product Photography to guide the participants towards taking good photographs of the products for catalogue and other presentation .

The seminar had an overwhelming response from the trade with an attendance of over 175 participants.





Shri.P.Rangasamy, Joint Director, HEPC informed the gathering about the various international events being planned by the Council in the upcoming months.



The event ended with a vote of thanks by **Shri.T.V.Chandrasekaran, Past Chairman, HEPC** who thanked all the participants and the programme ended with a Dinner.