



HANDLOOM EXPORT

Vol. XLIX No.11 Rs. 50

Monthly Newsletter
February 2017



THE HANDLOOM EXPORT PROMOTION COUNCIL

Calendar of Events 2016 - 2017

S.No	Name of the Event proposed	Date	Status / Remarks
1	International Hometextiles & Furnishing Fair, Hong Kong	20-23 April 2016	Completed
2	Index, Dubai (Exploratory)	23-26 May 2016	Completed
3	Global Indian Festival, Malaysia	1-5 June 2016	Completed
4	Hometex & Floorex, Toronto, Canada (Exploratory)	7-9 June 2016	Completed
5	India Textile – Handloom Exhibition, Anzio, Italy	7-9 July 2016	Completed
6	Hometextile Sourcing / Apparel Sourcing Expo, New York	12-14 July 2016	Completed
7	27 th India Home Furnishing Fair, Japan	20-22 July 2016	Completed
8	Decorex, Johannesburg, South Africa	5-9 August 2016	Completed
9	Buyer Seller Meet, Varanasi, India	7 & 8 August 2016	Completed
10	Intertextile Shanghai Home Textiles, Shanghai, China	24-27 August 2016	Completed
11	WHO'S NEXT, Paris, France	2-5 September 2016	Completed
12	Maison & Objet, Paris, France	2-6 September 2016	Completed
13	Global Home Show / Market Week, New York, USA	18-22 September 2016	Completed
14	IHGF, Greater Noida, India	14-18 October 2016	Completed
15	China Import & Export Fair Phase III (CANTON), China	31 October - 4 November 2016	completed
16	International Sourcing Expo, Melbourne, Australia	15- 17 November 2016	Completed
17	Heimtextil, Frankfurt, Germany	10-13 January 2017	Completed
18	Domotex, Hannover, Germany	14-17 January 2017	Completed
19	WHO'S NEXT, Paris, France	20-23 January 2017	Completed
20	Maison & Objet, Paris, France	20-24 January 2017	Completed
21	Spring Fair, Birmingham, England	5-9 February 2017	Completed
22	India Sourcing Fair, Santiago, Chile	4-11 March 2017	Completed



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
February 2017 Vol. XLIX No.11

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Cover page features Textile Forecast SS / 18 on KINSHIP

ANNUAL SUBSCRIPTION

Non Members : Rs. 1000/-

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Dear Members,

At the outset, I would like to share with member exporters that the India International Handwoven Fair (IIHF) which was scheduled for March 2017 is getting merged with "Textiles India Fair" to be held during 30 June – 2 July 2017 at Gandhinagar, Gujarat. As Ministry has made participation of all textile EPCs in this fair mandatory, Council has decided to merge IIHF 2017 with Textiles India 2017 Fair. Textiles India will be a mega textile fair, wherein all Textile EPCs are participating with their buyers and exhibitors. Around 2500 international buyers are expected to visit the Textiles India 2017 fair and so participating in this fair would be more fruitful for member exporters as they may get bigger business deals and better exposure. Hence, I request all member exporters to participate in Textiles India 2017 fair.



On 1st March 2017, DGFT had convened a meeting for Midterm review of Foreign Trade Policy 2015-20 and our member exporters from Northern region had attended the meeting. Council suggested extension of Interest Equalisation Scheme till 2020 and also its extension to Merchant Exporters, Hike in MEIS benefits for Handloom Floor Coverings, Separate 8-digit HS codes for Handloom Garments etc. I sincerely hope these measures would be considered.

During a seminar organised by HEPC, I could interact with our member exporters of Kannur. I was informed that a Handloom Village with support of the State Government is coming up at Kannur, which is a promising and supporting step for Handloom exporters. Council would render all required support to Kannur exporters for acquiring Town of Excellence Status for Kannur, which is one of the major export hubs of handloom products.

The provisional export data for April – January 2017 shows that the percentage growth have registered negative trend of 0.18% in Rupee term and 3.47% in Dollar term, compared to the corresponding previous year period. I request you all to put in more efforts to work towards achievement of target of USD 450 Million by March 2017 (Until December 2016, target achieved was 58%). To support the efforts and initiatives to achieve the target this year and forthcoming years, Council has widened promotional activities by increasing the participation in international fairs, proposing for trade delegations to new upcoming markets etc.

One of the major initiatives of Council for this year will be Market study for Handloom products, for which Ministry has given approval recently. The final report of Market study by Indian Institute of Foreign Trade (IIFT, Delhi) is expected by December 2017. Also, since January 2017, Council has started providing trend inputs for major markets, latest designs, trend, colours of each season from WGSN through newsletter and articles on interpretation of trends is being published in subsequent newsletters. I request all members to avail and make maximum use of these trend inputs in product development.

For 2017-18, apart from the regular activities, Council has proposed new activities which are mainly Trade delegation to 7 countries including LAC, USA & South Africa, Imparting skill education in Made ups and Apparel sectors, Cluster centred activities which can help clusters to enter export markets, To open a helpdesk to link North East products to export markets, BSMs, Set up a Design Studio at NIFT, Delhi which can support design development for handloom weavers etc. Member exporters are welcome to give their suggestions regarding any other activity which can help in export promotion of handlooms.

I am hopeful all these measures with all our sincere efforts would facilitate increase in export of handloom products in the forthcoming years.

With warm regards,

A handwritten signature in blue ink, appearing to read "V. Kumar".

V.Kumar,
Chairman

S/S 18

KINSHIP

TEXTILES

Trend Direction source - WGSN
Visual References - WGSN / Brands through free sources available on the net

Charles Clary

NWL/2 - Interpreted by National Institute of Fashion Technology team
Dr. Shalini Sud, Ms. Anu Sharma, Ms. Jasmine S. Dixit, Ms. Priya Jyoti, Ms. Tanmayee Mishra

KINSHIP

Kinship reveals the fusion of multicultural heritage and tradition across the Globe. Inspired from symbology of various traditional batik prints, paisleys, tile & geometric motifs and compositions are developed using bright shades, macro-scale repeats, twisted and blurred designs and monochrome tones. In this direction, three dimensional surfaces are created through fraying, tufting, tasselling and loose stitches. It also offers textiles adorned with traditional techniques, complex weaves and crochet knits.

INSPIRATION & DESIGN PATTERNS

Kinship is inspired from rich heritage belonging to different parts of the Globe, majorly focusing on Native American textiles, African Batiks and Indian Patterns. Mix and match of textiles from around the globe brings a diverse range of patterned motifs with vibrant colourways. The story encompasses delicate Arabesque as well as Moroccan geometric patterns.

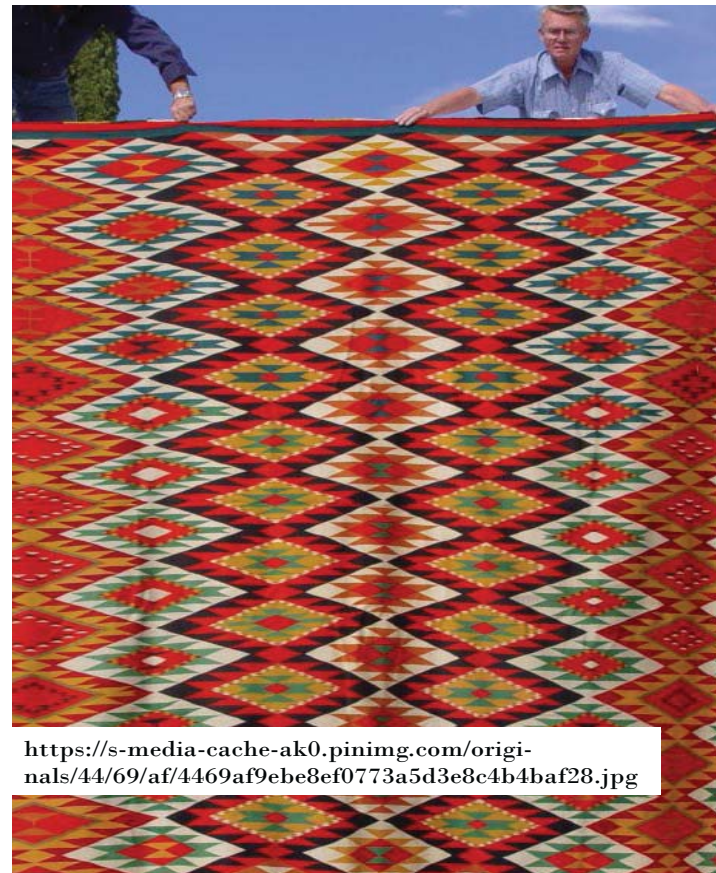
Ikat patterns and Dip-dyed patterns are created with a graphical look and washed out intricate tile motifs gives the impression of worn out textiles. Macro-scale repeats, twisted and blurred designs and monochrome tones are used to compose traditional motifs

DESIGN TECHNIQUES

TRADITIONAL -QUES of printing, embroidery & weaving / COMPLEX WEAVES / CROCHET KNITS / BLOCK PRINT / DIP DYED / MIX - MATCH OF TRADITIONAL MOTIFS

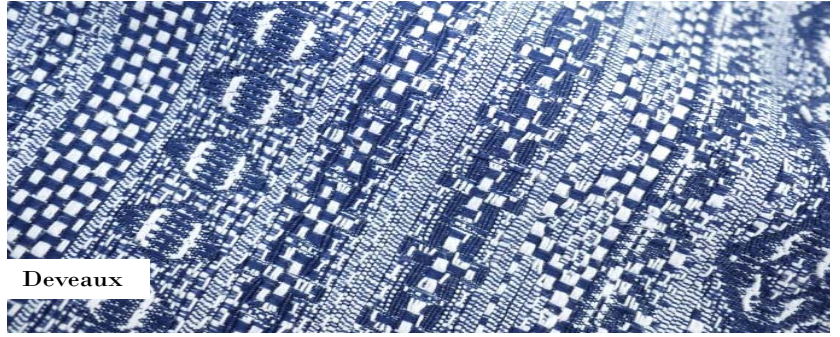


Chloé

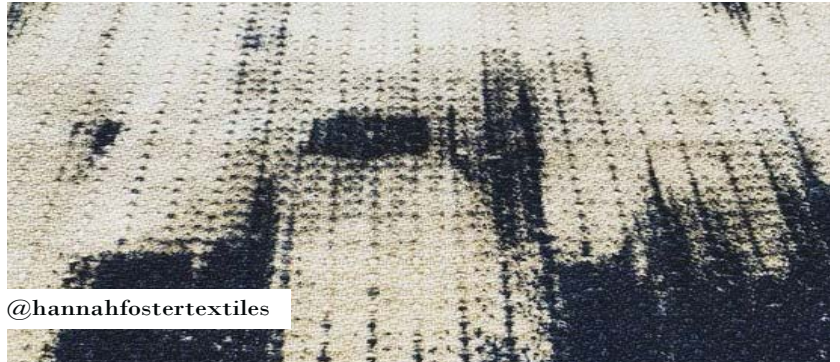




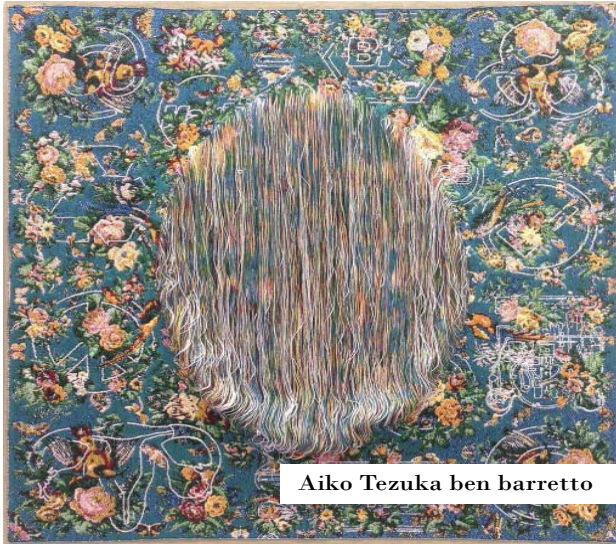
Gunjan Aylawadi



Deveaux



@hannahfostertextiles



Aiko Tezuka ben barretto



<https://www.goodearth.in/zubeida-collection/s-180>



Bischoff Textil AG



Textile Entreprise

COATED PANTONE PALETTE



18-2525 TCX



17-1644 TCX



19-1656 TCX



15-1050 TCX



11-4300 TCX



19-1218 TCX



19-3929 TCX



19-4023 TCX



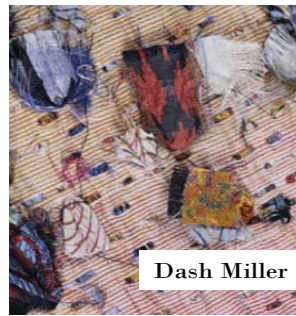
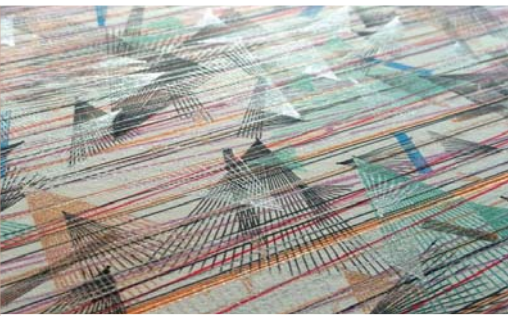
COLOR PALETTE

The Colour Palette is inspired from multicultural heritage and tradition of the craftsmen across the globe. It is a perfect blend of bright shades, sun baked pigment, desert sun along with fuchsia, midnight blues and light mineral blues. The palette is balanced with tonal hues, muted clay and deep soil brown. Monochromes and Indigos play major role in this story. Yellows and fuschia could be used as accent colors in the palette.

*BRIGHT SHADES /
MONOCHROME TONES /
TONAL HUES / SUNBAKED
COLORS/ FUCHSIA /
DESSERT SUN / LIGHTER
MINERAL BLUES / INDIGO
/ MUTED CLAY / DEEP SOIL
BROWNS / MIDNIGHT BLUES*

S/S 18 KINSHIP

Jonathan Lichtfeld



Dash Miller



Doberst Textile Group

COMBINATION OF TECHNIQUES

The fabrics are printed and later surface treatments like acid washes and enzyme treatments are applied to give them an aged & washed look. Embellishments with tassels and frayed thick yarns provides boho touch to the woven and printed products. Thick woven fabrics are printed in tonal hues for developing 3D looks.

TEXTURES

3-Dimensional surfaces are the highlights on different textiles for this story. In this direction, tactile frayed surfaces are developed through unravelling of fabrics. Tufting technique is also used on fabrics where yarns are placed in multiple loops by passing through different needles, which are in contrast with smooth sheers and aged cottons. Tasselling, unfinished ends and crochet knits offer tactile 3D surfaces for creating a handmade finish. Tangible motifs are developed using jacquards and dobby patterns. Puffed prints are created using Rubber and Foam printing techniques for developing 3D print designs over woven or knitted fabrics. Stitches with long floats in weaving / knitting/ stitching / embroidery gives a highlighted look. Block print and Dip dyeing techniques are used at yarn or fabric stage to create different effects on the fabric.



Laura Boned



@hannahfostertextiles



Anthropologie



@chloe



Sadie Seasongoods



Brimar



S/S 18 KINSHIP

Mason Numen



Indian Mahadavi

YARN | WEAVE | FABRIC

Raffia (Cellulose Rayon) is used for embroidery and surface embellishments. Along with cotton, plasticized and sturdy yarns like rayon, polyester and leatherite yarns are blended to create knitted and woven fabrics.

Base fabric with plain, rib, twill and basket weaves in woven fabrics are used for printing and embellishment, whereas Cushions and Rugs are developed using Jacquard and Dobby techniques. Along with woven fabrics, this direction endorses knotted and knitted fabrics to create 3D surfaces.

Kinship emphasize on thick and unfinished fabrics for aged and worn out looks. However on the contrary usage of light weight fabrics like georgettes, muslins, voiles, organdies, organzas made up of cotton, silk and different blends are also highlighted. Along with woven, knitted fabrics of various weights and densities are recommended with treatments like acid / enzymes for distress looks.



Namolio



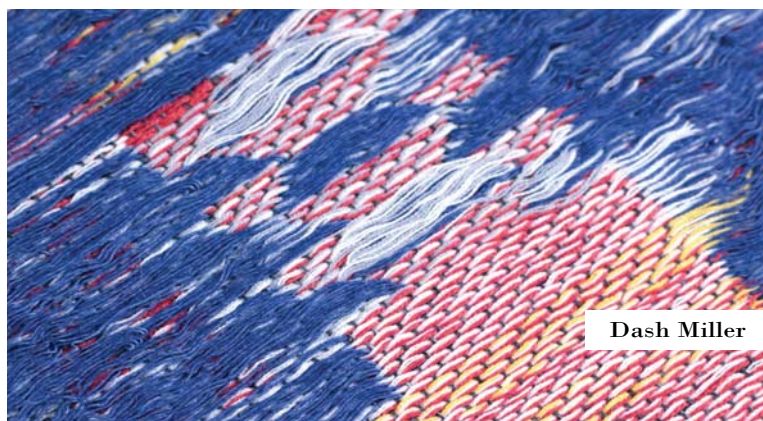
Nordstorm



Jeanologia denim



Jessica Lihght shop



Dash Miller



Chilewich Mao



S/S 18 KINSHIP

Bedeck Home



Worldmarket



French Connection



Linledesign



Crate & Barrel



Nordstorm



West Elm

PRODUCTS

The story depicts mix and match of printed and woven textiles with washed and worn out rugs. It focuses majorly on muted tonal rugs with ornate structures, which can be coordinated with colourful cushions. Complex weaves and patterns are created to give hand crafted feel and tactile surfaces to the cushions, curtains and throws. On the other hand, jacquard weaves take over the monochrome and indigo palette products. Tufting, fraying and tasselling could be used as a finish or as a design element in the end products.



Bomdia hei



Urban Outfitters

Maison & Objet, Paris, France

The event is organized twice a year during September and January regularly. The January 2017 edition of Maison & Objet fair was organized by M/s. SAFI Salons Francias Et Internationaux, 8 rue Chaptal, CS 50028, 75442 Paris, Cedex 09, France at Parc des Expositions de Paris Nord Villepinte, ZAC de Paris-Nord II, CD 40, 93420 VILLEPINTE, Paris, France for 5 days from 20-24 January 2017 in 8 halls. HEPC participated with 6 member exporters and one promotional stall of HEPC for promoting India Handloom Brand products.



Highlights of Fair reported by Fair Authorities:-

Total Number of visitors	-	85825 – 12.31% increase over last year
Type of visitors	-	70% Retail (distributors, retailers, departments stores & chain stores) 30% Specifiers (architects, interior designers, hotel owners, project managers)
Top 10 visitors	-	Russia, Japan, USA, China, south Korea, Portugal, Spain and Italy
Total number of exhibitors	:	2871

More than 800 new exhibitors participated in the event for this time. Of the 1719 exhibitors that travelled from abroad (accounting 60% of total exhibitors), 307 exhibitors were from Italy, 184 from UK, 159 from Belgium, 150 from Germany, 137 from The Netherlands and 80 from Japan and the others from USA, France and Switzerland.

About Maison & Objet

Over the years, Maison & Objet has assigned itself 3 fundamental tasks : **to federate, promote and accompany** the interior decoration, design and lifestyle community. And these three values are certainly apparent as the January show marks the start of 2017. Maison & Objet Fair

federates by ensuring that everyone – exhibitors and buyers can share their experiences and present their work in a very best manner.

promotes by highlighting all that is new, with the very latest collections and previously unseen products.

accompanies by providing an opportunity for purchasers, key influencers and exhibitors to stay in touch all year round.

Products were displayed in eight halls as detailed below:

Eclectic (Be Surprised)	-	Hall No.1
Cosy (The Softest Interiors)	-	Hall No.2
Elegant (Refinement is at Hand)	-	Hall No.3 +Hall No.4
Actuel (Be in the Here and Now)	-	Hall No.5b
Craft, Métiers D’art (Esteemed Know How) Complements (Essentials for Your Home), Fragrances (Tomorrow’s Scent)	-	Hall No.5a
Cook + Design (Creativity Sits Down at the Table), Easy Living (a Highly Colourful World), Kids (The Childhood Kingdom), Fashion (At the Forefront of Fashion), Beloved (Love at First Sight)	-	Hall No.6 + Hall 5a
Now! Design À Vivre (The Soul of Design) + Scènes D’intérieur (The Stamp of Excellence)	-	Hall No.7 + Hall No.8

About HEPC’s participation in Maison & Objet (January 2017)

Handloom Export Promotion Council participated in Maison & Objet, Paris held from 20-24 January 2017 under National Handloom Development Programme (NHDP) Scheme of the office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India with 6 member exporters. HEPC Member exporters displayed their products in Hall 3 – Elegant.



Shri. Manish Prabhat, Chef de Mission adjoint, Embassy of India in Paris visited the stalls of HEPC member exporters on the first day of the fair and expressed that the products displayed were very impressive with the branding “Incredible Textiles of India” logo.

Samples of India Handloom Brand products along with IIHF promotional materials were displayed in HEPC stall during the fair. Many buyers were very interested in sourcing the IHB products displayed in the stall and the name, address and contact details of those IHB products manufacturers were shared with those interested buyers. AV film on India Handloom Brand was played continuously during the fair.



IIHF mobilization

IIHF promotional bags were distributed to nearly 100 international buyers and they were explained about the forthcoming India International Handwoven Fair to be held during March 22-24, 2017.



Many buyers showed interest in visiting the fair.

Feedback from participants: -

The range of products exhibited by our participants include Woollen Shawls, Stoles, Scarves (assorted), Cushion covers, Curtains, Duvet covers Throws, Abaca & Wool rugs, Accessories, Handmade woollen carpets, Rugs, Mats, Durries, etc.



Participants informed that the overall turnout of buyers was good and they were able to penetrate into new markets Viz. Spain, Croatia, Espana, Morocco, Europe, Belgium and USA. Around 465 buyers visited the stalls of HEPC member exporters. Spot orders to the tune of Rs.2.14 crore and business enquiries to the tune of Rs.3.75 crore were generated during the fair.

All exhibitors have expressed their willingness to participate in the next edition through HEPC.

- NCK Sreelegha

IHGF Delhi Fair, Greater Noida

Fair at a Glance :

Name of the fair	: IHGF Delhi Fair
Fair Date	: 16 - 20 February, 2017
Organizer	: Export Promotion Council for Handicrafts
Venue	: India Expo Centre & Mart, Greater Noida

Highlights of the fair as reported by fair authorities:

No. of Exhibitors	: 2800 + Exhibitors
No of Halls	: 15
Area	: 1,90,000 square meters

HEPC Participants Feedback :

Products Displayed	: Handloom Bedsreads, Stoles, Cushion Covers, Placemats, Kitchen Towels, Home Furnishings, Garments, Rugs, Throws, Baskets, Wall Hangings, Fabrics, Curtains, Table Linen & Kitchen Linen
No of exhibitors through HEPC	: 9
Visitors visited to Participants Booth	: 72
Spot Orders	: Rs.1.78 crore
Enquiries Generated	: Rs.1.37 crore

IHGF – A Brief :

The fair was held in 15 halls & each hall was dedicated to a specific products.

Halls 9,10,11 &12	: Houseware, Gift & Decorative, Bath Accessory, Garden & Outdoor
Halls 14& 15	: Furniture & Furniture Accessories
Hall 2	: Candle, Incense & potpourri, Handmade paper Products, Christmas & festive decoration
Halls 2A, 4, 6 & 8	: Home Furnishing, Rugs & Carpets
Hall 7& 5	: Lamp & Lighting
Halls 1,3,5	: Fashion Jewelry & Accessory

The 43rd edition of IHGF Delhi Fair Autumn 2017 was held in India Exposition Mart Limited from 16 - 20 February, 2017. The fair was inaugurated by Smt. Rashmi Verma, Secretary, Ministry of Textiles, Govt. of India by lighting traditional lamp followed by ribbon cutting & release of fair directory in the presence of Guest of Honour Shri Alok Kumar, Development Commissioner (Handlooms & Handicrafts). Shri Deepak Agarwal, CEO, GNIDA, Shri D. Kumar, Chairman, EPCH, members of the trade, Ministry Officials, overseas buyers, journalists, participants, press & media were also present.



Secretary Textiles, in her address congratulated EPCH for fulfilling its objective of creating market link for promotion of small and upcoming entrepreneurs, artisans and crafts persons of different craft clusters by bringing their products to a focused display at domestic as well as international platforms. She also congratulated EPCH for facilitating double digit export growth.

HEPC participated in this fair with 9 member exporters at CFB Building of Hall 2A. Participants displayed Handloom Bedspreads, Stoles, Cushion Covers, Placemats, Kitchen Towels, Home Furnishings, Garments, Rugs, Throws, Baskets, Durries, Wall hanging, Fabrics, Curtains, Table Linen & Kitchen Linen etc.



As per the feedback received from participants, 72 business visitors visited their stalls and placed spot orders worth Rs.1.78 crore & made enquiries worth Rs.1.37 crore. Our member exporters are participating mainly to establish contact point with their buyers.



All member exporters participated through the Council were interested to participate in the next edition and requested for stalls in Main Hall. During the fair, various seminars were organized. Shri Sundar Murugesan, Deputy Director, HEPC visited the fair & interacted with member exporters as well as other member participants in the fair.



The next IHGF Delhi Fair, Autumn will be held during 13-17, October 2017.

- R.P. Rajalingam

Seminar on REX system at Panipat



The Handloom Export Promotion Council (HEPC) organized a Seminar under National Handloom Development Programme (NHDP) of the office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India, on “Registered Exporters System (REX) into EU” on 03.02.2016 at Panipat.

The Seminar was chaired by Shri Ram Niwas Gupta, Ex-President, Panipat

Exporters Association & Shri Ramesh Verma, President, Haryana Handloom Manufacturers and Exporters Association (HEMA).

The Seminar commenced with welcome address by Shri Ram Niwas Gupta. Further, he also thanked HEPC for organising seminars regularly on different topics/issues. About 80 member Exporters/manufacturers attended the Seminar.

Shri S.C. Goyal, Assistant Director, Textile Committee, Panipat made a presentation on “Registered Exporters system (REX) for Export into EU Countries”. Textile Committee is one of the 16 organizations authorised to register REX. He explained the procedure for registration, both online and off line.



Shri R.P. Ragalingam, Export Promotion Officer, HEPC made a presentation on IIHF, Chennai.

Further, he also requested member exporters’ cooperation to educate their employees by availing the services of HEPC for cash less digital transaction, a campaign on digital payment under taken by the Council as advised by the Govt. and to share the data. He also requested member exporters to download HEPC App, follow HEPC on Twitter & Face book. Further, manufacturer member exporters were requested to register themselves for India Handloom Brand.



Shri Sujit Gopal, CEO, Trident Exhibitions Pvt. Ltd., also made a presentation on IIHF.

The seminar ended with Vote of Thanks by Shri Ramesh Verma, President, HEMA. Shri Verma also requested member exporters to participate in RBSM & submit RTE to member conversion form duly filled in.

The seminar was widely covered by the print media especially in Dainki Jagran and in ETV.

- R.P.Rajalingam

Seminar on REX system at Kannur



A seminar on “**Registered Exporters (REX) system for export into EU countries**” was organized at the Conference Hall of Kerala Textile Export Organisation, (KTEO, Kannur) on 13th February 2017. REX is the system of self-certification of goods that will be applied in the GSP of European Union imports, effective from 1st January 2017. The event was organized with financial assistance from Ministry of Textiles, Govt. of India under the NHDP Scheme. 50 participants including handloom exporters and members of handloom societies attended the seminar.

The event started with Welcome Address by Shri C.V. Shabaridas, President of KTEO. In his speech, he emphasized the importance of the seminar and welcomed the dignitaries.

Following the welcome address, Shri V. Kumar, Chairman HEPC, delivered the key note address. He detailed regarding Council's events particularly the new promotion activities undertaken by Council. Chairman underlined regarding the quality of Kannur handlooms and how it is well accepted in the export markets. He also requested Kannur exporters to render more support in Council activities, particularly IIHF participation.



This was followed by a presentation explaining the Registered Exporters (REX) system by Shri K.T. Jayarajan, Assistant Director, Textile Committee, Kannur. The session gave an in-depth knowledge to the participants regarding REX system, how to register themselves and precautions to be taken while applying for the REX number.



Subsequently, Shri Jayachandran, Executive Committee Member, HEPC, delivered a special speech, wherein he explained the present status and problems faced by Handloom industry in Kannur and requested HEPC to lend support for the benefit of the weaving community, particularly for the Handloom village which is coming up in Kannur with the aid of State Govt. He also requested support from the Council for getting benefits under Town of Excellence status for Kannur.

Smt. Jini Varghese, Jr. Export Promotion Officer, HEPC, made a presentation on India International Handwoven fair (IIHF) to be held at Chennai from 22nd to 24th March 2017.

In the interaction session followed by the presentation, Chairman, HEPC assured all support to Kannur exporters.

The seminar concluded with Vote of Thanks by Shri Divakaran, Secretary, KTEO which was followed by lunch. All participants appreciated the efforts undertaken by HEPC in organizing this seminar at Kannur.

- Jini Varghese

Digital Payment Camps

Following the demonetization implemented by the Government, emphasising on the cashless economy, Council has been given a target of 3 lakh for digital payment awareness. Council, in this regard organised several digital payment campaigns in various exports centres like Karur, Kannur, Panipat and New Delhi, a brief report of which had already been published in December 2016 newsletter. Recently, Council has organised similar camps in Tuticorin, Kanyakumari, Karur,Trichy and Panipat and have trained about 180926 people as on 6.03.2017. Few photographs of digital payment camps:

Panipat



Karur



Trichy




Tuticorin





Nagercoil





 **HEPC**  

<p>Fairs</p> 	<p>Messages</p> 
<p>Circulars</p> 	<p>Seminar</p> 
<p>Feedback</p> 	

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