



HANDLOOM EXPORT

Vol. L No.4 Rs. 50

Monthly Newsletter
July 2017

TEXTILE FORECAST AW/18-19



Calendar of Events 2017 - 2018

Sl. No.	Name of the Event	Date	Status/Remarks
1	Hong Kong International Home Textiles & Furnishings Fair, Hong Kong	20-23 April 2017	Completed
2	Global Indian Festival, Kuala Lumpur, Malaysia	31 May – 4 June 2017	Completed
3	Textiles India, Gujarat, India	30 June – 2 July 2017	Completed
4	Hometextiles & Apparel Sourcing Expo, New York, USA	17-19 July 2017	Completed
5	India Home Furnishing and India Garment Fair, Osaka, Japan	19-21 July 2017	Completed
6	Intertextile Shanghai Home Textiles, Shanghai, China	23-26 August 2017	Circular Issued / Registration Closed
7	India Trend Fair, Tokyo, Japan	27-29 September 2017	Circular Issued / Registration Open
8	WHO's NEXT, Paris, France	8-11 September 2017	Registration Closed
9	IHGF, Greater Noida, India	13-17 October 2017	Circular Issued / Registration Open
10	China Import & Export Fair (CANTON), Guangzhou, China	31 Oct – 4 Nov 2017	Circular Issued / Registration Open
11	International Sourcing Expo, Sydney, Australia	14-16 November 2017	Circular Issued / Registration Open
12	Heimtextil, Frankfurt, Germany	9-12 January 2018	Circular Issued / Registration Open
13	Domotex, Hannover, Germany	12-15 January 2018	Circular Issued / Registration Open
14	WHO's NEXT, Paris, France	January 2018	Registration Open
15	India Sourcing Fair, Santiago, Chile	March 2018	Registration Open
Trade Delegations			
1	Russia	August 2017	Registration Open
2	USA	September 2017	Registration Open
3	Mexico and Canada	October 2017	Registration Open
4	South Africa	November 2017	Registration Open
5	Sweden and Denmark	February 2018	Registration Open
6	Chile and Argentina	March 2018	Registration Open
7	Austria and Poland	March 2018	Registration Open



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
July 2017 Vol.L No.4

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Cover page features Textile Forecast AW / 18-19



For Advertisement in this Newsletter
please contact the Council at hepc@hepcindia.com

Dear Members,

It has been a month since we entered GST regime and hopefully by now you all have got your GSTIN and started filing the returns in GST website. There are many difficulties and challenges being faced in the new taxation system and it takes time for all of us to settle down. Government also understands this and support has been extended to exporters to have a smooth transition. Still there are many business issues faced by us and Council on behalf of member exporters have given representations to Ministry and NACEN. One such representation was lowering of GST on Job Works for Made ups sector. We are delighted that Government has given due consideration to our pleas and reduced the GST on job work for Chapters 50 to 63 to 5%. This was something that the whole textile industry was looking forward to and on behalf of members I express our gratitude to Ministry for supporting this move which brought a great relief for handloom exporters and MSMEs.



Council has also represented the suggestions of exporters asking for simplified procedure & timely refund of Input Tax Credit, continuation of Drawback & ROSL in GST regime as in pre-GST regime. There is 12% GST levied on transfer of MEIS which Council is taking up with Ministry and GST Council to reconsider, as MEIS is neither goods nor services and it may be exempted or kept at minimal level. The notification regarding the extended dates for filing of GSTR forms online has been issued by Ministry for July & August and the same was circulated to all members.

Also, the mid-term review of FTP will be done by September 2017 and Council has sent inputs to DGFT based on the suggestions received from export community. We sincerely hope that Government will continue the support to enhance our export figures. The export of handloom products is showing a positive trend in the initial phase of this financial year and hopefully the trend continues to rest of the year too. We are hoping the efforts of Council to augment exports will support for increased export figures in this year.

With warm regards,

V.Kumar,

A handwritten signature in blue ink, appearing to read 'V. Kumar', written over a light blue horizontal line.

Chairman

TEXTILE FORECAST

AW/18-19

This section of newsletter is devoted to the forecast and trend analysis of Autumn / Winter 2018-19 from the vision of WGSN. We have highlighted the different trend directions that are expected to take over the market in AW 18-19. We will be covering the forecast with AW 18-19 in this edition and the following series of news letter.

The current edition of newsletter will give a brief insight to four themes of The Thinker, Worldhood, Dark Wonder and Humanature which will be covered in detail in the upcoming issues.

TEXTILES



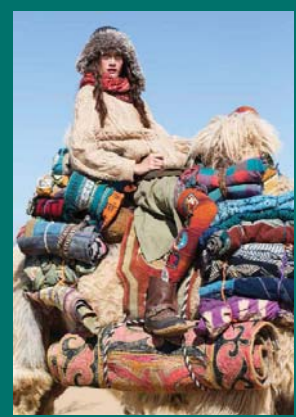
A/W 18-19
THE THINKER



A/W 18-19
WORLDHOOD



A/W 18-19
DARK WONDER



A/W 18-19
HUMANATURE

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

THE THINKER

INTRODUCTION

The Thinker revives the traditional and classic patterns inspired from libraries and members' clubs. This direction gives a sophisticated and fresh look to everyday designs. The textiles emphasises on tactility, warm colours and patterns illustrating checks, hounds tooth and asymmetric details.

WHAT TO LOOK FOR ?

The prints and patterns explores the beauty of geometry in asymmetric compositions. Sophisticated checks, tartans and hounds tooth are commonly seen in form of prints as well as weaves. Suede, felt, leather, velvet and chunky knits offer smooth tactility to the product. Subtle surface work adds elegance to the textile. Overall the palette remains muted and neutral.



AW18/19 THE THINKER

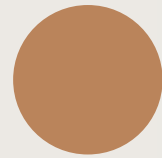
AYTM

MOOD & COLOUR

The colour palette is inspired by museums and libraries. Academic Red, Sunburned and Dry Walnut colours are balanced with Neutrals.



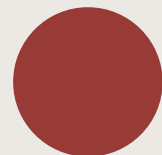
COATED PANTONE PALETTE



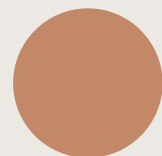
10143 C



18-0950 TCX



18-1547 TCX



16-1328 TCX



19-1213 TCX



16-5101 TCX



19-4023 TCX

AW18/19 THE THINKER

LIBRARY STRIPES

STRUCTURED AND COMPOSED STRIPES | TUFTED RUGS | WOOLLEN
THROWS | RETRO SOPHISTICATION | FINE STRIPES



Julia Skliarova



Missoni Home

COLLEGIATE CHECKS

CONTEMPORARY CLASSICS | TARTAN PLAIDS | PRINCE OF WALES |
HOUNDS TOOTH

AW18/19 THE THINKER



Fabrics & Papers



Lord of Hahn



Lanificio Moessmer

STATEMENT GEOMETRICS

ASYMMETRY | BOLD SHAPES | SCALED UP | DECONSTRUCTED GRAPHIC |
FINE LINE PRINTS | QUILTING



West Elm



Louise Roe louise



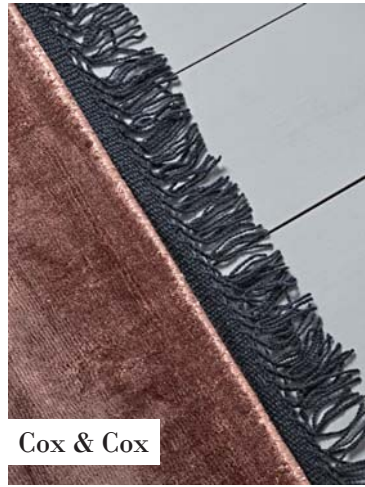
Dilhan Textile Inc

SMOOTH SOPHISTICATION

TACTILITY | MATTE FINISHES | CONTRASTING FRINGING AND PIPING



Crate & Barrel



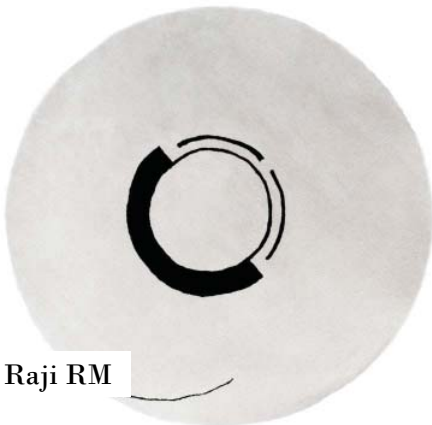
Cox & Cox



Crate & Barrel

PERFECT PROPORTION

SPIRALS AND RIPPLES | CONCENTRIC DESIGNS | STRIPES AND CIRCLES



Raji RM



Sheila Hicks

AW18/19 THE THINKER

SUBTLE SURFACES

TACTILE TEXTILES | CHUNKY HONEYCOMB KNITS | STITCH WORK | JACQUARD WEAVES | SIMPLE STRIPES



Karen Barbé



Ieno Textile



Noortje de Keijzer

INTRODUCTION

Inspired from Metropolitan grids, road markings and urban constructions, Worldhood is a combination of bold and stylised textiles. The direction experiments with graffiti and street art. The textiles have a soft industrial look. The designs give a new perspective to the public and private spaces inspired from the artists. The colour palette is a combination of bright with urban greys.

WHAT TO LOOK FOR ?

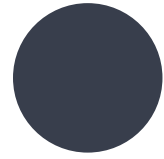
The direction showcases various conversational prints depicting everyday details like drain patterns, architectural structures and industrial textures. The prints on textiles are bold compositions created with graphic symbols and typography. Over-sized and Mid-Scale Bauhaus and Post-modern forms are significant. Jacquard weave and experimentation with thick yarns provide tactile surfaces. Also, quilting, knitting, heat-setting and embossing techniques are used to manipulate the fabric.



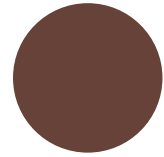
COATED PANTONE
PALETTE

MOOD & COLOUR

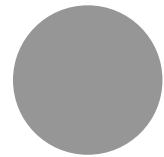
The colour palette is influenced by global street culture and industries. Traffic-light tones, teal and golden yellow are blended with Navy, Brown and Concrete Grey.



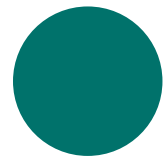
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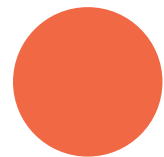
19-1235 TCX



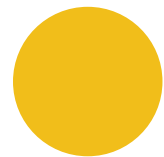
16-5101 TCX



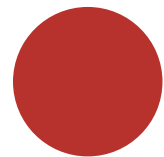
18-5020 TCX



16-1452 TCX



13-0752 TCX



18-1555 TCX

AW18/19 WORLDHOOD

Entropika Weaving

GRAPHIC SYMBOLS

STREET ART AND GRAFFITI | VIBRANT COLOURS | INTRICATE STRUCTURES | TYPOGRAPHY | SYMBOLS | BOLD COMPOSITIONS | CUT AND PASTE STYLES | HAND DRAWN RENDITIONS



John Lewis



Sumila



Windy Hill

YARN CRAFT

INTRICATE TARTAN MOTIFS | MIMICKING DETAILED STRUCTURES | THICK YARNS | DIY LOOK

AW18/19 WORLDHOOD



Malhia Kent



Koskela



Robin Pleun

RETRO BLOCKING

OVERSIZED AND MID-SCALE PRINTS), (BAUHAUS), (POSTMODERN) (JACQUARD WEAVES) (PRINTED BLOCKS), (BRIGHT WITH URBAN NEUTRALS



Rachel_Parker_Designs



Target

COLOURFUL CONSTRUCTIONS

GRID STRUCTURES | CITY MARKINGS | HIGHLY TACTILE | GEOMETRICS |
TRAFFIC-LIGHT BRIGHT COLOURS



HBF_Textiles



La Redoute

URBAN INDUSTRIAL

URBAN CONSTRUCTIONS | ROAD MARKINGS | DRAIN PATTERNS | GRIDS
| ARCHITECTURAL STRUCTURES | INTRICATE COMPOSITIONS | HEAT
TRANSFER TECHNIQUE | SEAM SEALING TECHNIQUE



Dobert Textile Group



Tom_Tailor



Arvind

DARK WONDER

INTRODUCTION

Dark Wonder translates the mystery and drama of Dreams and Reality into ornate textiles. Damask and Baroque patterns are widely seen in form of prints, reliefs, jacquards and quilting techniques. This direction consists of highly tactile and embellished designs offering a festive winter mood. Heavy weight velvet and silk plays a key role in the story. The palette remains dark and neutral.

WHAT TO LOOK FOR ?

Baroque inspired contemporary and classic patterns are prominent in this story. Partially or completely erased motifs creates a sense of drama. Tonal darks are highlighted with neon and metallic colours. Techniques like hand tufting, over printing, quilting and heavy embellishments are explored in this story. The products are embellished with sequins, beads and glitter offering subtle shimmer to the dark and iridescent tones. Matte and lustre finishes are provided using smooth and crushed velvet, satin and silks.

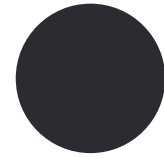
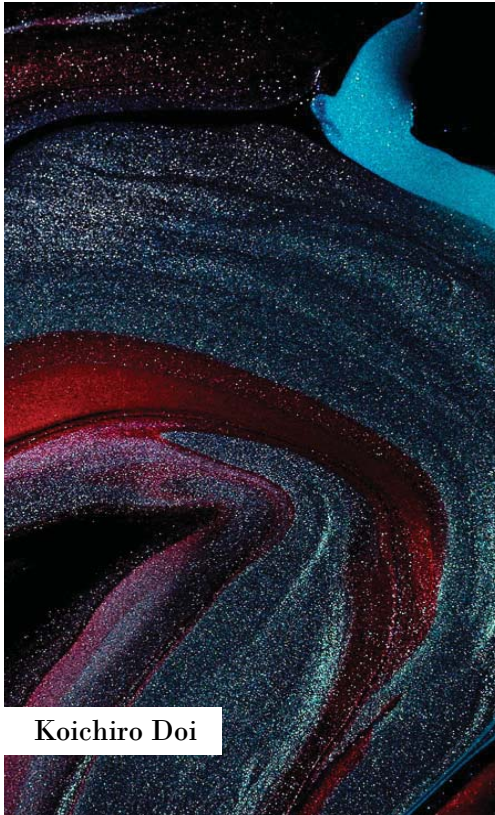
AW18/19 DARK WONDER



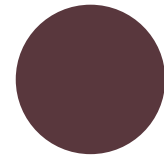
COATED PANTONE
PALETTE

MOOD & COLOUR

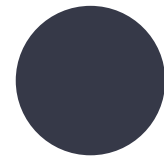
The colour palette is a brilliant mixture of tonal deep colours and metallic gleams. Neon bright colours are also seen as accents. Plum and royal green adds royal look to the story.



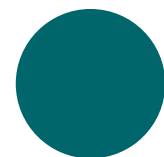
19-4005 TCX



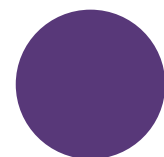
19-1623 TCX



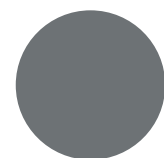
19-4023 TCX



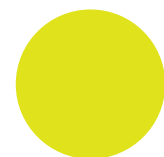
18-4834 TCX



19-3638 TCX



10390 C



809 C

AW18/19 DARK WONDER

MYSTERIOUS OPULENCE

DAMASK | BAROQUE MOTIFS | TONAL DARKS | PARTIALLY ERASED |
HAND-TUFTING | RELIEF TECHNIQUES | SOLID TONES



House of Fraser



iLiv

LIQUID MOVEMENT

FLUIDITY | PLUSH VELVETS | SOFT SILKS | RICH JEWEL TONES | MATTE
DARKS | METALLIC SHEENS

AW18/19 DARK WONDER



Youngdo Velvet Co



DKNY

SPARKLING EMBELLISHMENT

THEATRICAL LOOK | SEQUINS AND GLITTER | COLOUR-CHANGING
SEQUINS IN DARK | VELVET | METALLIC FABRIC | LUXURIOUS DRAPE



Aviva Stanoff



Ambassador Conceria S.p.A



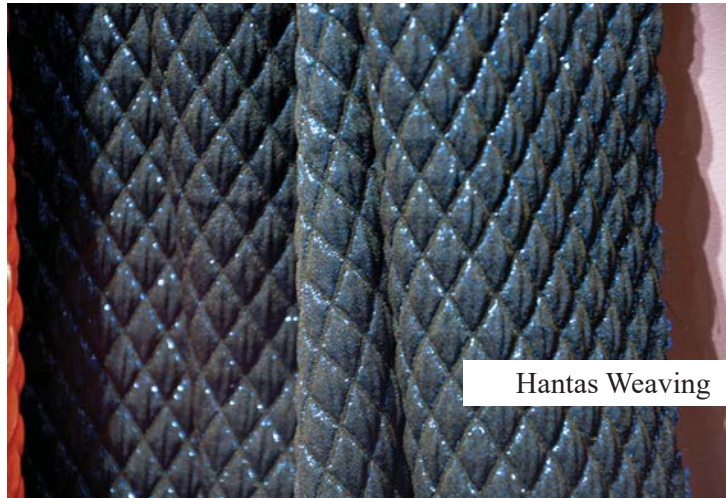
Coco Cuscino

PRECIOUS CAGE

GEOMETRIC PATTERNS | QUILTING | KNITTING | CAGED EFFECT | JACQUARD WEAVES | NET STRUCTURES | TONAL COLOURS | DENSELY INTRICATE | CONTRASTING OUTLINES | LAYERED DESIGNS | OPTICAL EFFECT



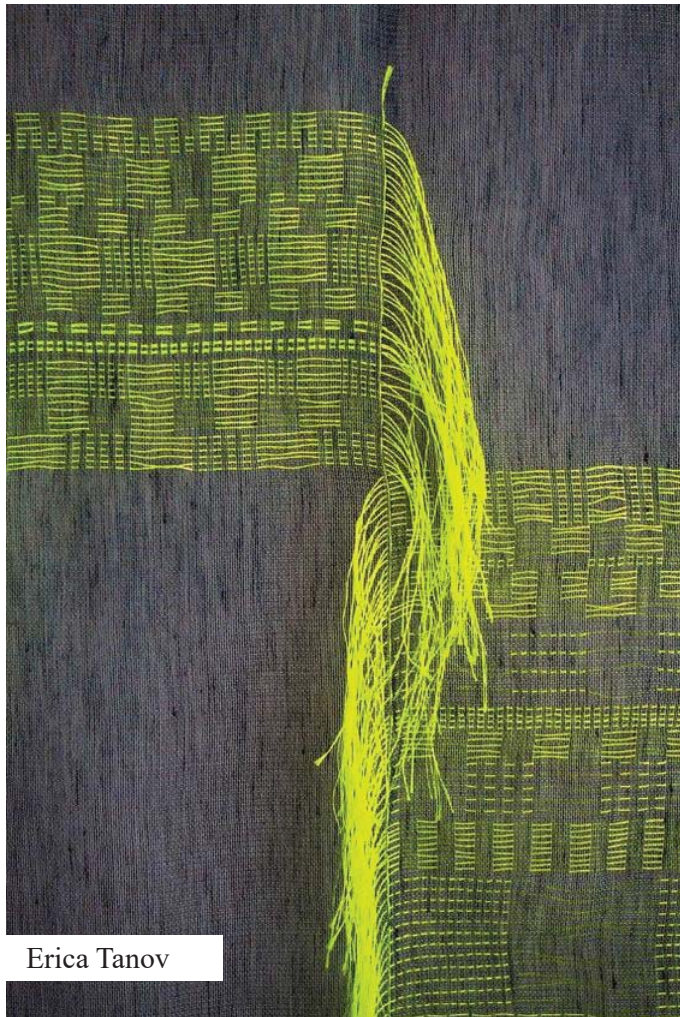
Next



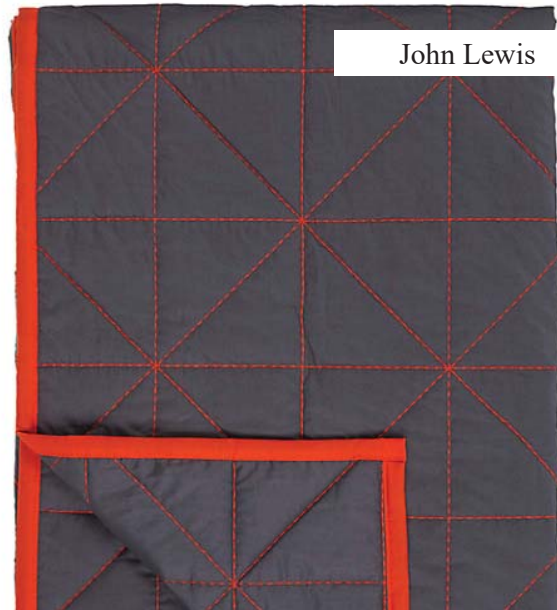
Hantas Weaving

GLOWING NIGHT

NEON DETAILS | GLOWING OUTLINES | SCATTERED LINES | QUILTED STRUCTURES | EMBROIDERY



Erica Tanov



John Lewis



KAAT Amsterdam

AW18/19 DARK WONDER

HUMANATURE

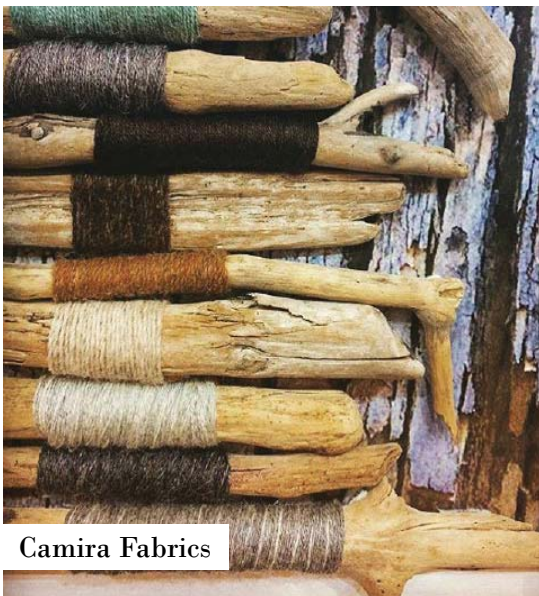
INTRODUCTION

HumaNature celebrates the reunion of beauty and wild side of nature. Inspired from Woodlands and forest, the textiles draw motifs from flora and fauna. These designs are depicted in realistic, stylised or painterly forms. Camping and Utility/Recyclability are the key to this direction. Patchwork composition are important in this story depicting sustainability and durability. The colour palette is an amalgamation of landscape and sunset tones.

WHAT TO LOOK FOR ?

In this story, the textiles are fuzzy, distressed and tactile. Patchwork patterns inspired from various cultures such as Ikat, Kantha and tie & dye are seen in the theme. Reused tassels and fringes are used to enhance the products. Botanical motifs are visible in form of prints and jacquards. Solid and Matte finished lived in linens and leather fastenings offer the feel of camping. Soft linens and basket-woven cottons are paired with woollen curtains or recycled fibres. Velvet jacquard weaves, chenille and low piles provides tactility to the products. Mohair, fake fur and woollen mixes give products a luxurious feel.

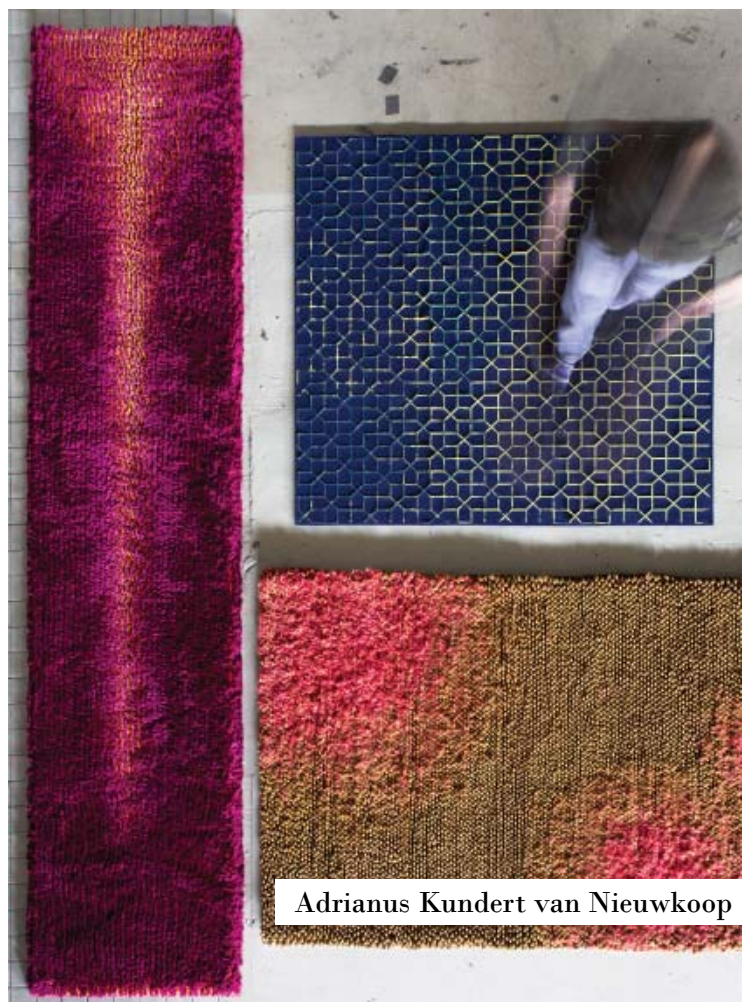
AW18/19 HUMANATURE



Camira Fabrics



Brink & Campman



Adrianus Kundert van Nieuwkoop

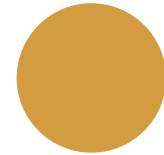
MOOD & COLOUR

From earthy and warm tones to accent red and yellow, the HumaNature palette has all the colours of autumn.

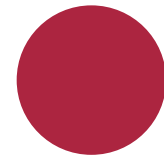
COATED PANTONE PALETTE



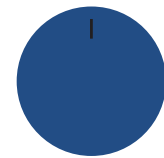
11-4300 TCX



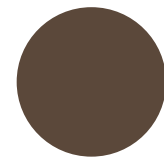
15-1046 TCX



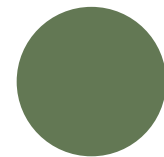
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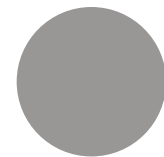
19-3964 TCX



19-1116 TCX



18-0108 TCX



16-5101 TCX

AW18/19 HUMANATURE

Kapital

WARM & FUZZY

HAIRY FIBRES | SATURATED HUES | MOHAIR | FAKE FUR | PLUSH FEEL | VIBRANT COLOURS | HAND-TUFTING TECHNIQUES



Kelly Wearstler



Hanna-Kaisa Korolainen
for Marimekko

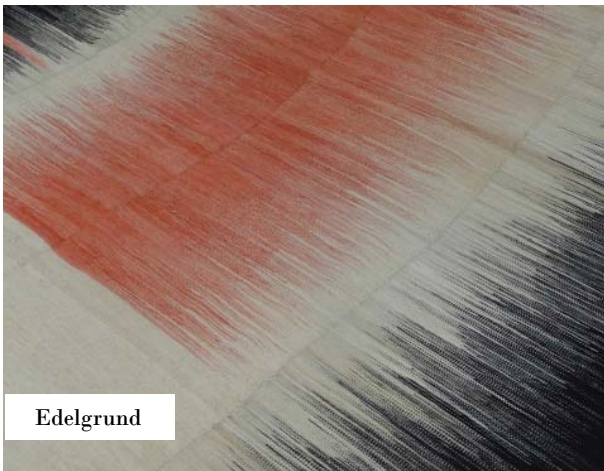


CC Tapis

DISTRESSED SURFACES

DISTRESSED SURFACES | IMPERFECTIONS | VELVET JACQUARD WEAVES | CHENILLE | LOW PILES

AW18/19 HUMANATURE



Edelgrund



Veidi



Prestigious Textiles

WILD WOODLANDS

FOREST AND WOODLAND BOTANICALS | LEAF TEXTURES | CRUMPLED TEXTURES | EVERGREEN FOLIAGE | REALISTIC PRINT | STYLISED DEPICTIONS | PAINTERLY BOTANICALS



H&M Home



Dunelm



Venesto

CAMPING TIME

LEATHER STRAPS | CLIPS | TIE-BACKSFOLDING CONSTRUCTIONS | SOFT LINENS | BASKET-WOVEN COTTONS | WOOLLEN CURTAINS | RECYCLED FIBRES



Wujiang Fuhua Weaving Co.



Hedda Hytter



Brown Dress With White Dots

PATCHWORK COMPOSITIONS

PATCHWORK | REUSE TRIMS | IKAT PATTERNS | KANTHA TECHNIQUES | COARSE STITCHES | MIXED AND MATCHED | FADED MOTIFS | GEOMETRICS | RHYTHMIC



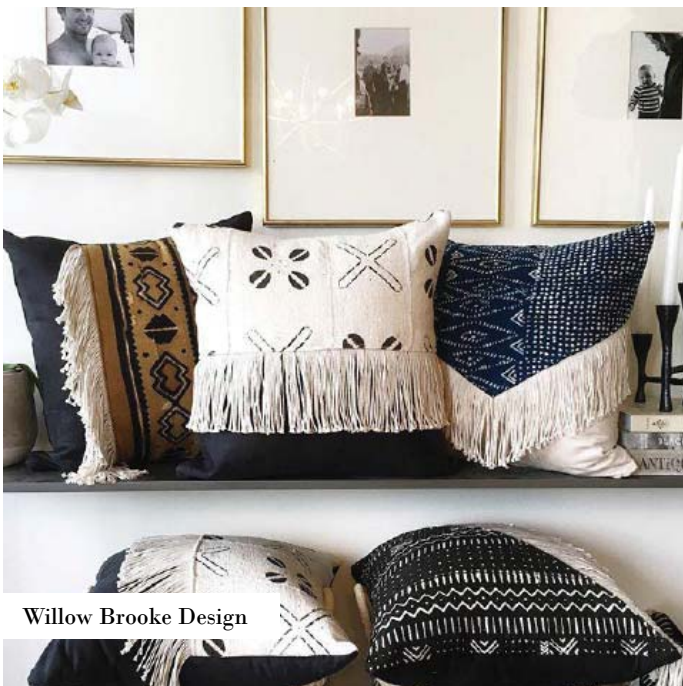
clairedequenetain



Rebecca Atwood Designs



Malene B



Willow Brooke Design



Anthropologie

Seminar on Goods and Services Tax at Karur

A seminar on “Goods and Services Tax” was organised by Council on 16.06.17 at Karur to disseminate information on concepts, various regulations and transition requirement in migrating to GST trade environment. The venue had a packed attendance of about 210 participants signifying the relevance of the topic for the industry who are gearing up to switch over to new tax regime.

Shri V.Kumar, Chairman, Handloom Export Promotion Council delivered welcome address highlighting the objective of the seminar for a better understanding on GST by export community for its adoption with effect from 1st July 2017.

Speaking on the occasion, Shri.M.Nachimuthu, President, The Karur Textile Manufacturer Exports Association highlighted various issues which the exporters may have to encounter during its

implementation.

Shri. AR.Raghunathan, Chartered Accountant - the guest speaker for the seminar shared his expertise for better understanding on concepts of GST including tax implication in existing tax regime vis-à-vis GST regime. Further, the speaker covered in his presentation about the transition requirement (Internal-Systemic transition and regulatory transition), terms and definitions under Integrated GST (IGST), input credit on IGST, CGST and SGST, Men (training), Machinery (hardware & software) and Money (working capital) requirement to equip for smooth transition.

The event was also attended by Dr.K.N.Prabhu, Vice Chairman, HEPC, Executive Committee Members of the Council and Shri R.Anand, then Executive Director, HEPC.



Address of Shri.V.Kumar, Chairman, HEPC



Address of Shri. M.Nachimuthu, President, KTMEA



Address of Shri.AR.Raghunathan



Audience



Q & A session

Seminar on Goods & Services Tax at Varanasi

Council organized a seminar on “Goods and Services Tax” (GST) on 19.06.2017 at Varanasi to sensitize the Handloom industry regarding GST and transition to GST regime. The seminar was organized with financial assistance from Ministry of Textiles, Govt. of India under NHDP scheme. The Seminar was co-chaired by Shri Amit Kumar, Dy.DGFT, Varanasi and Shri Rajiv Agrawal, EC Member, HEPC.



The event started with welcome address by Shri. Rajiv Agrawal. In his address, he conveyed his appreciation to HEPC for organizing such a well-timed seminar on an important topic in Varanasi. He also welcomed the dignitaries and introduced the presenters of the seminar, Shri. A. R. Raghunathan, CA & Shri Amit Kumar, Dy. DGFT, Varanasi.



Shri Amit Kumar, Dy. DGFT made Power Point presentation on basics of Goods and Services Tax. Shri A.R. Raghunathan, Chartered Accountant detailed about the concepts of GST, GST Council, GST rates, transition to GST etc. and clarified all the queries.

Around 45 exporters attended the seminar and local Hindi Newspapers, Hindustan and Dainik Jagran covered the Seminar and published news articles. The session ended with vote of thanks by Shri Junaid Ansari, Member Exporter and Treasurer, EUPEA and was followed by Dinner.

- Lakshmi Narayan

Seminar on Goods and Services Tax at Panipat

HEPC organized an awareness seminar on “Goods and Services Tax” (GST) at Panipat on 20.06.2017 in order to support the member exporters in their preparation for GST tax regime. The seminar was organized with the financial assistance from Ministry of Textiles, Govt. of India under NHDP scheme. The seminar was co-chaired by Shri Lalit Goyal, President, Panipat Exporters Association and Shri Ramesh Verma, President, Haryana Exporters & Manufacturers Association.



Shri A.R. Raghunathan, Chartered Accountant presented the details of GST during the seminar. He explained about the concept of GST, terms used in GST, different types of taxes in GST, GST Council, GST rates etc. The member exporters also interacted with him and their queries on GST was answered during the session.



Local Hindi newspapers Dainik Jagran and Dainik Bhaskar covered the seminar and published news articles. Over 80 exporters attended the seminar.

- R.P. Rajalingam

Report on 15th Global Indian Festival, Malaysia

Organiser	: ACS Agenda Suria Communication
Venue	: Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia
Duration	: 5 days (May 31 - June 4, 2017)
No. of participants through HEPC	: 10
Business Generated	: Rs.80.06 lakh

Global Indian Festival (GIF) is one of the largest exhibitions of its kind in Asia Pacific region and is a multiproduct event covering Textile materials like Sarees, Fabrics, Dress material, Ladies & kid's garments, Jewellery, Cosmetics, Handicrafts, Furniture & House articles with emphasis on B2C segment. GIF was organised by ACS Agenda Suria Communication, Malaysia and it provided a unique opportunity for Malaysians to buy Indian products. The fair was organized in 3 Halls at Mid Valley Exhibition Centre in an area of about 4800 sqm.

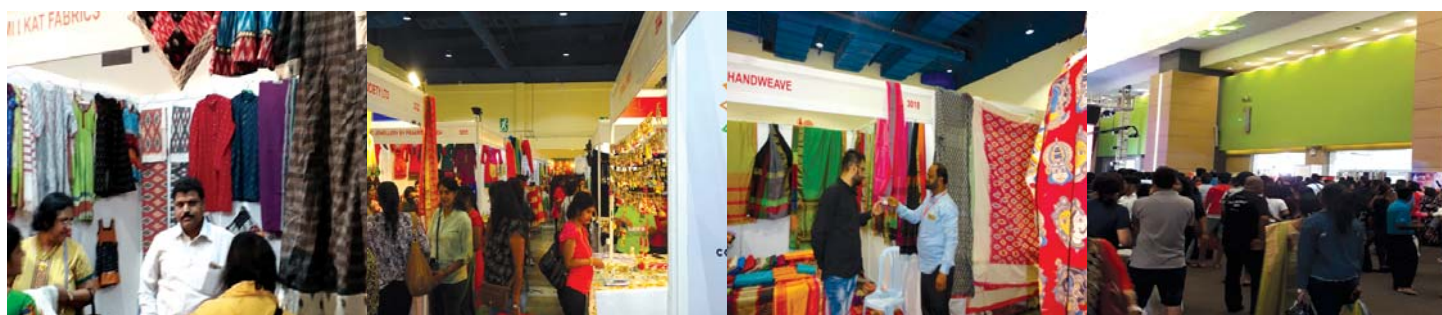


The fair was formally inaugurated by Shri T.S. Tirumuthi, High Commissioner of India on 31st May 2017 and followed by a cultural show. The High Commissioner visited Council stall and participants' stalls and appreciated quality of the products of the participants. He also complimented the efforts of HEPC for bringing the small handloom manufactures to the fair from different parts of India to give international market exposure. Apart from Indian participants there were participants from Malaysia, Singapore and Thailand

HEPC participation in GIF 2017



HEPC repeated the participation in this international event held during May 31 - June 4, 2017 at Kuala Lumpur, Malaysia through ITPO mainly as a brand building for India Handloom Brand(IHB) products with the financial assistance under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. 10 IHB holders from the States of Rajasthan, Jammu & Kashmir, Andhra Pradesh, Telangana, Madhya Pradesh, Uttar Pradesh & Himachal Pradesh exhibited their products in their stalls and also there was a central promotional stall of HEPC where wide publicity for IHB was made through posters, brochures & AV film. Council had booked a total space of 99 sqm & member participants displayed their range of IHB products viz. Kota Doria Cotton Silk Sarees from Rajasthan, Pashmina Kani Shawls from Jammu & Kashmir, Jamdani Cotton Saree, Tangail Cotton Saree, Santipuri Cotton Sarees from West Bengal, Mangalgiri Cotton Saree, Mangalgiri Dress Material, Venkatgiri Cotton Saree from Andhra Pradesh, Pochampally Ikat Cotton Dress Material from Telangana, Maheshwari cotton Silk Dress Material from Madhya Pradesh, Tanchoi Silk Saree from Uttar Pradesh, Kullu Shawl, Woolen stoles from Himachal Pradesh, Cut Shuttle Durry & Home Furnishing from Rajasthan etc.



All the participants were introduced to Ms. Sumitra Selvaraj & Ms. Padmani Suppiah who through their Instagram & Face book pages "Sarees and stories" & "Handloom enthusiast", gave wide publicity to the exhibited products as well as IHB product details.

Feedback from participants: -



All HEPC participants were able to get good business at GIF. About 4000 -5000 visitors visited participant's stalls and were from countries like Malaysia, Indonesia, Singapore, Australia & Japan. As per feedback from the participants the spot sale of their handloom products was worth of RM 325750 & enquiry worth of RM 208000 had been generated. The total business generated during the 5 days was about Rs.80.06 lakhs. The products like Handloom sarees, Ikat fabrics, Shawls, Stoles were the most wanted products during the fair. The Durry weaving demonstrated by one of the Rajasthan exhibitor attracted many visitors. All members who participated through the Council have expressed their satisfaction for the business generated and are interested to participate in the next edition through Council.

Shri Chandrakant D. More, Executive coordinated the event from HEPC.



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