

NAGESH C, HEAD OF DESIGN AND VISUAL MERCHANDISING,  
PANTALOONS, SHARES HIS RICH AND VARIED EXPERIENCE ON HOW  
PANTALOONS KEEPS ALIVE THE PROMISE OF 'FRESHNESS'....



At Pantaloon's, we are committed to bringing alive a world of opportunities for our employees. From providing them with development programmes and performance incentives, to ongoing feedback reports – our employees are continuously improving,

In conversation with Nagesh C, Head of Design and Visual Merchandising, Pantaloon's

Pantaloon's, the powerhouse of fresh fashion and newness weaves its magic across lifestyle segments while continuously offering the latest in international trends to the Indian consumer.

Nagesh C, Head of Design and Visual Merchandising, Pantaloon's, shares his rich and varied experience on how Pantaloon's keeps alive the promise of 'freshness'....

### **1. What is the inspiration behind the designs for Pantaloon's?**

Pantaloon's, India's largest fashion retail concept for men, women and kids, draws inspirations from the international fashion runways, trade fairs like Bread and Butter, WGSN and popular fashion circuits, Bollywood. Taking the best out of the huge fashion domain, the designs are then customized to suit the Indian consumer. This fashion dictat is largely based on seasonality and the colour palette.

For example, the key inspirations for the Spring-Summer 13 collection were trends based on beach holidays, sun sand and surfing, the varsity look and speedway racing, as the trend today is to look fashionable on holidays. Colours definitely take priority and the spring-summer collection had an abundance of vibrant coloured 'bottoms' ranging from jeans to

chinos to capris, to go with crew necks, polos or blousons to create a fashionable holiday wardrobe.

## **2. Every region in India has very different tastes in color and design. How do you design for such a diverse culture?**

True, the diversity in this country is phenomenal. To satisfy this diverse clientele, customer feedback is assimilated from the 4 zones of India-North, South, East and West with specific emphasis on weather, colour preferences, silhouettes, formal/casual dominant with varied customer tastes.

At the beginning of each season, a structured feedback mechanism is devised prior to building the design strategy. This necessitates going to stores, engaging with customers as well as store crew and channelizing this feedback in order to strategize holistically.

While Pantaloons is a national retail format, we also have to address specific area needs based on festivals, as in the Durga Puja festival in Calcutta, etc. We have designed contemporary and trendy graphic Tees to suit young customers to join the festivities with their own fashion statement. These 'capsule' collections, specific to the region, cater to the needs of a specific consumer base which helps Pantaloons to vibe with the Indian consumer. The fashion collection is adaptable, wearable, and easily acceptable.

## **3. What is the design philosophy behind Pantaloons' 'fresh fashion' concept? How do you keep the 'newness' angle alive?**

'Fresh Fashion' is a Pantaloons promise. Pantaloons believes that if a consumer comes to the store 4 to 6 times a year, hence its important to keep the store always welcoming with something new. This necessitates the continuous churning out of fresh designs on a 2-monthly basis. In addition, like I said already the 'capsule' collection based on regional festivals and preferences, adds to the freshness factor.

The Pantaloons design philosophy on Freshness factor is promoted through the 'Get the Look' visuals in the store, also through 'Fashion Friday', where Pantaloons celebrates a new look/trend every Friday of the week.

## **4. Since fashion is continuously evolving, is there a new fashion trend in India that the consumer is demanding. How is Pantaloons geared to fulfill this demand?**

We are constantly monitoring the needs of consumers to understand their likes and dislikes, their lifestyle, choice and aspirations. This feedback is scrutinized and then taken to the drawing board. Since the consumer needs are diverse and constantly evolving, Pantaloons always comes up with a basketful of 'happening' fashion ideas for men, women and kids in order to fulfill the demands of a fashion seeking consumer.

## **5. What is the average quantum of new designs per season?**

In keeping with the fresh fashion promise, almost 30 to 40% of absolutely new designs are injected into the new season, creating an enviable choice for the consumer. Besides this, certain designs which were a hit earlier and which the consumer wants over and again are

replicated and replenished in different colours and designs. Each apparel spells comfort and elegance with a freshness that is unparalleled.