I KNOCK FASHION
ISSUE 3 | AUGUST 2020
FUTURE DIGITALIZED!

TECH ROLL
RENTAL FASHION
E COMMERCE
DIGITAL MEDIA

TRENDS
DIGITAL WATCHES
VIRTUAL SHOWS
FASHION MEDIA

LATEST NEWS
SABYASACHI
VOGUE
FDCI

FEATURE
ELLORA CREATIONS
PVT LTD
DESIGNER
RUCHIKA SACHDEVA

TABOO & DIY
SKIN & HAIR DIY
Will Online Retail Benefit Due To Coronavirus?

The most celebrated fashion shows and weeks of the fashion industry have either been canceled or postponed due to the severe tensions caused by the outbreak of coronavirus globally. The fashion weeks like- the women's wear shows in New York, London, Milan, and Paris were overturned by the spread of COVID-19. The Fall 2020 Fashion month season is highly effectuated by the spread of the virus, models and designers are seen posting pictures on their social media with a mask on, spreading awareness among the people and asking them to take proper precautions.

How Does Technology Play A Part In Fashion Forecasting?

Fashion differs greatly within a society over a period of time, it also has an impact through age, occupation, sexual orientation, location, and social class. Trend forecasting now is something that is entirely different! In all sectors, technology is revolutionizing and changing how businesses operate and function, with the use of data analytics, artificial intelligence, virtual technology and so on.

What Is Next In The Digital E-Commerce Industry?

E-Commerce has certainly made shopping more accessible and easier, letting customers shop at the comfort of their homes or wherever else they might be, through their mobiles, tablets, laptops, desktops or any other device. Since the time it was first introduced in the market, E-Commerce technology has undergone a lot of changes, this wants us to look forward to what is next in the digital E-Commerce industry?
If we look closely at the online Indian fashion industry, about 75% of the total fashion sales are of apparels and footwear yet this holds only 8% to 10% of luxury fashion sales thus many designers believe that luxury and high fashion cannot benefit through online mediums as buyers prefer to see, feel and then purchase or place orders.

The 2010 and onwards is marked as the era of experimental fashion where it was not just regarded as clothing but as a form of expression and conceptualization also spreading awareness about sustainable fashion. Apart from Instagram which the Indian fashion designers considered as a digital medium to promote their brand and skills, another far-sighted effort was initiated by Pernia Qureshi when she launched the Perniapopup.com for fashion designers to reach global buyers.

11th March 2020, the date for FDCI's bi-annual fashion show LMIFW A/W 2020 was postponed due to the scare of Corona Virus. Many other fashion events and exhibitions that were organized and lined up in March, April, and May 2020 were canceled due to restrictions on gatherings by the government authorities of India. Such restrains and suspicions on physical gatherings led to the encouragement of virtual exhibitions and shows.

While Instagram, Facebook and other such social media platforms make everything accessible for everyone from everywhere, virtual fashion shows and events have made connecting from different areas to buyers without being physically present at one place a reality for fashion brands and fashion designers.
Tech Innovations In Sustainable Fashion?

Digitalization grabbing the attention of the millennials is a vast resource of initiating sustainable efforts. Constant campaigns like #whomademyclothes, #gogreen #slowfashion and #haulternative are creating a recall effect in the minds of the consumers. Technology making fashion a sustainable practice isn’t a novel concept, as technology has always been closely knit to fashion.

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TECH INNOVATIONS
LIFE MADE EASY!
Will Fashion Rentals Burgeon In The Future?

The advent of e-commerce and social media has opened doors to different ways of doing business and for consumers to accept and try these innovative models. After the emergence of formats like mobile commerce, hyperlocal apps, dark stores, etc, the online retail vertical has now moved towards the motto of renting.

As consumers were not anymore avoiding secondary shopping options such as renting or buying second-hand products, Millennial consumers became more open to such options as it saves not just money, but also time. They considered renting a smarter and economical shopping alternate and a sartorial reflection of a busy social calendar.

E-Commerce: How Digital India Is Changing Fashion

The fashion industry has shifted to solution based on artificial intelligence. Personalization and curation based on personal taste have become important on e-commerce sites. “It’s not about having the largest selection; it’s about presenting the most appropriate selection to the customer involved”, says Ananth Narayanan.

India is a key point for the fashion industry, reflecting a rapidly growing middle class and powerful manufacturing sector. These factors, combined with strong economic fundamentals and growing tech-savvy consumers, make India too important for international brands to ignore. In the current era, the Indian fashion industry is joining hands with technological advancements.

How Is Indian Fashion & Technology Dealing With COVID 19?

The fashion industry has immensely evolved over the last decade with the online market expected to grow further at 12.3% per year and reach a total market size of US$ 191.64 billion by the end of 2024. The fashion industry has transformed from pure designs available in stores to social media and online markets.

In recent years, online stores have gained a lot of popularity, with social media applications, like Instagram and Pinterest which is further making it easier for the consumers to keep up with the latest fashion trends. Now shopping has become much easier with just a click. It is speculated that e-commerce accounted for 12% of total retail sales in 2018, it has been growing ever since.

DIGITAL WATCHES AS FASHION ACCESSORIES

When talking about a digital watch as fashion accessories, they have been seen presenting enthusiasm as well as elegance when working with style. Also, in the age of smartphones and aesthetics, digital watches have now evolved to come with an in-built music system which makes them even more attractive.

The advent of digitization in watches began as early as the 1970s when the trend was just limited to reading time in the electronic way of numbers. But today, digital watches have become smartwatches. The digital watches have had to undergo very theatrical innovations to be able to fit in any and every feature possible to get in a digital watch.

The 2010s, however, saw an extraordinary evolution when Apple decided to create the Apple Watch, which connects to your iPhone and can show caller information, made calls, send text messages as well as to measure health statistics. Apple made digital watches a luxury.
FASHION & BEAUTY NEWS

MyGlamm Enters The World Of Skincare!

Recently the brand introduced their iridescent brightening skincare line, “GLOW”. It is infused with Rosehip Oil Vitamin Elixir to illuminate and hydrate the skin.

Suzy Menkes Bids Adieu To Vogue!

Versed journalist, well celebrated for her phenomenal work- Suzy Menkes, is stepping down from her position in October. It is trending fashion 2020 updates- the Vogue International editor is exiting.

Indian Government Bans Chinese Apps!

Shein, Club Factory, and ROMWE fashion trend websites were amongst the 59 Chinese Applications that are now banned.

FDCI Designer Stockroom Online!

The idea behind taking “Designer Stockroom” online was to get the sales wheels rolling. The Fashion Design Council Of India (FDCI) is also working on the Designer Showroom, which will be a B2B platform.

Will New York Shows Go Live This September?

IMG— which owns and operates New York Fashion Week, seems to be all set to go with physical shows during New York Fashion Week in September. Even though most fashion designers don’t agree on going forward with the physical show.

The Bergdorf Goodman x Sabyasachi Jewelry Collaboration!

Sabyasachi Mukherjee is once again in the latest fashion news. He has collaborated with the US luxury department store Bergdorf Goodman to showcase handcrafted pieces of fine, and bohemian jewelry collection.

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It may sound unbelievable but, fashion print media is still thriving in the digital era (Ironically, you’re reading this via a digital platform). Amid all the social media posts, online magazine apps, blogs, pop-up, and banner ads, there are ink readers that are still after the glossy prints. The book fleas still appreciate the smell and feel of paper, and the general satisfaction one gets from flipping through the pages of a magazine.

Although fashion enthusiasts have subscribed to numerous digital fashion apps, the fact that they have to continuously navigate visual controls to see something up close, and deal with the constant advertisements popping up, their passion for print media stays alive. What are your views, will fashion magazines never die?

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WARDROBE MANAGEMENT
HOW TO ORGANIZE YOUR WARDROBE?

Declutter your clothes by category & empty your closet

Hang your office wear, place party wear at the back & casual wear in the front. Put your intimates separately in drawers

Get rid of the unwanted clothes, put your shoes on the rack and make a list of the new purchases! DON’T MESS TILL THE NEXT SEASON!
India is known to the world for being the treasure trove of beautiful textiles and embroideries. At Bodice, we combine cutting-edge technology with traditional craftsmanship. The designer Ruchika Sachdeva who started her own label in the year 2011 – BODICE, sees fashion from a distinct perspective. The International Woolmark Prize recipient 2018, is a passionate fashion designer working within the integrities of sustainable and ethical fashion. She won the Woolmark Prize for her collection of women’s wear and considers that moment to be the defining one for both, her brand and herself. A graduate from the London School of Fashion, the designer in 2014, backed a fund to grow her label.
A legacy of decades, Ellora Creations PVT LTD established by the founder Imtiyaz Ahmed in 1988, has marked itself in the garment manufacturing and export industry of India. Since its inception, Ellora Creations PVT LTD has grown and expanded, building an international clientele base across UK and USA. Continuously evolving and adapting to developments, it has believed in a balanced approach between the state of the art technology and the indigenous talent of India.

With an experience of nearly five decades, it is appreciated globally for the finishing, textures, quality, and services to the clients.

A high fashion export house spread across an expanse of 50,000 square feet, Ellora Creations PVT LTD has been holding high with an experience of over 50 years in embroidery and prints. It encompasses a multi-product profile involving the manufacturing of high-end fashion in ladies' garments, kids wear and men's wear. It is one of the pioneers in manufacturing sequins garments and exports to more than 40 nations across the globe. With the latest technology and expertise in the field of international fashion manufacturing, the organization has strong connections with process houses and mills to deliver high-quality material. Currently, it employees about 850 people under its premises.

"India is a manufacturing hub because of the talent and skill here, Ellora Creations has been popularizing it and shall continue to do so" – Imran Ahmed
All of us are introduced to the concept of color psychology as soon as we step into the world. For instance, you must have noticed how little girls are dressed in pink and boys in blue. Even today, we watch videos on Instagram where people reveal their baby’s sex with Colors, blue for boy and pink for a girl. So, it won’t be wrong to say that color psychology takes place even before you are born. The fact is colors carry a strong resonance with people than just setting fashion trends. Emotions can take dominance of the colors we choose. The colors in garments can also transform emotions. The lesser-known fact here is, according to speculated data, 86% of consumers believe that color is the essential factor while buying a garment or a product. It takes only 92 seconds for a product to create an impression. Colors in fashion have a similar effect when you want to change your mood or send off a specific message with your garments. From femininity and masculinity to emotions and cravings, colors have the power to evoke every type of feeling. According to research, the color of your clothes is capable of communicating your status and level of intelligence to others. Every year fashion trend forecasters select a color as the color of the year for instance, this year Pantone Color is Classic Blue.
Ever thought had the Britishers or whites not ruled on us, but, we had ruled on them, would white/ fair skin still be considered superior and beautiful in colonized nations like India? India has for long been under the influence of the Britishers, be it the language superiority, cultural transformation or the continuous striving of being like ‘the civilized them’; Indians have looked up to them and built taboos alongside breaking the progressive cultural norms of the Indian society and shackling into a narrow mindset. Just like the law against LGBTQ was made in the colonized India and considered to be a normal scenario in the pre-British era, skin color based business and inferiority/ superiority complex was also adopted by the Indians with the coming of the Britishers and their White Mission. The beauty industry and natural beauty tips have since then been a lot about HOW TO BECOME FAIR?

India saw the uprising of the fairness cream market in 1975 when HUL launched Fair & Lovely. Just the launch wasn’t enough to serve the already prevailing fair is the beautiful mindset of the people. Soon with the coming of the 1980s, when television was a common sight across India, advertisements portraying fair skin being more receptive to success in life, healthy marriage, and finding a good groom were broadcasted and aired during prime time further shaping and strengthening the concept. Many other products followed Emami’s Naturally Fair Herbal Fairness Cream, Godrej’s Fair Glow, Fairever, etc, positioning themselves with taglines such as ‘For Flawless Fair Skin’, ‘No Compromises With Fairness’, Gori Gori Fem- Fem se, etc.

In 2009, the Women Of Worth an NGO based out of Chennai, initiated a campaign ‘Dark is beautiful’ further being endorsed by actor Nandita Das ‘Stay Unfair, Stay Beautiful’. In 2014, The Advertising Standard Council Of India also issued guidelines, prohibiting to depict dark skin as a disadvantage in society.

Today, a global Icon Priyanka Chopra was crowned Miss World in the year 2000, she became an inspiration for many as ‘fair is beautiful’ was started to being recognized as a myth. Priyanka Chopra regardless of her skin shade stood put at the platform, winning the Miss World title.

“’I was told as a teen by my parents, use this cream maybe your color will lighten and it will be easier to marry you too,” says Nidhi, an Indian now settled in Las Vegas.

“I remember my mother scolding the photographer who was clicking my pictures to send to a potential groom- Don’t lighten her skin tone, my daughter is of a darker shade and that isn’t a problem for me or her”- Indian residing in New Delhi

READ MORE
SKINCARE GUIDE FOR THE COMING MONSOON!

Different seasons bring around different levels of change in humidity and temperature, all of which can call for a skincare routine update. The Indian monsoon can be intensive in cities like Maharashtra, it can bring numerous skin stress along with itself. Heavy and constant rains can even lead to skin infections, in an attempt to shelter you from monsoon skin problems, we are here to share some of the best skincare practices on tackling every single issue you could come across through this humid rainy season. Without further ado, let's move on to monsoon skincare and natural beauty tips as your normal skincare routine won’t cut it in the rains.

Although rains bring respite from the scorching heat, it can create a blunder on your skin if proper care is not taken. It can take away your skin’s natural glow along with causing irritation and rashes. Monsoon is a harsh season for almost all skin types, following a proper monsoon skincare routine that includes using apt products and effective natural beauty tips can help you sail through the monsoon season.

For people with oily skin, make sure to exfoliate your skin daily to get rid of dead cells but do so gently. Apply natural homemade skincare pack, to keep it oil-free. Adopting new beauty tips help you combat skin damages that become a norm during the monsoon season. A simple beauty industry tip like natural face wash will help flush out the toxins and provide a natural glow to the skin.

Secret Tip- Water-based moisturizers are the best option to help keep oil secretion in check, go for them this rainy season.

Tone your skin with the non-alcoholic variety as these will further help even out your skin’s pH balance along with bringing a natural glow to your skin.
DIY HAIR CARE

ALOE & BROWN SUGAR HAIR SCRUB
Take two tablespoons of fresh Aloe Vera Gel mix with one tablespoon of Brown Sugar. Use it as a scalp scrub, wash thoroughly with cold water.

COFFEE & OLIVE OIL HAIR SCRUB
Take two tablespoons of Olive Oil and mix with one tablespoon of Coffee. Use it as a scalp scrub, wash thoroughly with cold water.

MOISTURIZING HAIR MASK
Mix a tablespoon of Olive Oil in 1/4th cup of yogurt, apply to the hair, leave for half an hour and wash.

HAIR REPAIRING MASK
Take a Banana and blend it well with one tablespoon of honey, apply the mask to your hair. Rinse thoroughly after 20 minutes.
When You're Too Lazy To Do
Your Nails..

FASHION
FACT
"God-printed T-shirts" were
Introduced by Manish Arora in
1997, Along with India Kitsch and
street art in saturated colous
on fashionwear.

EVER WONDERED
ABOUT THE
INVENTION OF
RIGHT AND LEFT
SHOES?
Before the year 1800, footwear was made of wood
and had no distinct shaping for left or right legs. But
from the 1800 footwear designers started designing
shoes with distinct left and right leg forms and it is
followed till date.

WHO IS THE
MOST
INFLUENTIAL
VIRTUAL MODEL
ON THE
INTERNET?
Munich-based designer and creative director Joerg
Zuber is the human behind one of the internet’s
most influential virtual personas: Noonooouri. The
digital persona has become a major player in the
fashion world, closing in on 300,000 Instagram
followers and having already worked with major
brands like Dior, Versace and Swarovski.
IKF IQ!
WHO OWNS THESE TAGLINES IN BEAUTY!

"Because I'm Worth It"
- L'Oréal
- Kylie Cosmetics
- Fenty Beauty

"Strength of Purity"
- Lakme
- Lotus Herbals
- Revlon

"ALL ACCESS BEAUTY"
- kkw
- Maybelline
- Wet & Wild

"Your Beauty, Our Passion"
- Nykaa
- Colorbar
- Elle18

Play The Maze!
Start!

Play, Share & Repost!
Tag @iknockfashionofficial
LAUGH IT UP!

Why are you wearing so much makeup at night?

I have a face-lock on my phone.

???? Huh??

See, it’s recognizing now, you want to take a selfie, Honey?

L’Oreal Lotus Herbals Wet n Wild Nykaa

Answers:
LAUGH IT UP!

A Beauty Enthusiast’s Survival Kit During Corona Times!

Laptop With Internet Connection

Art & Beauty Magazine

Makeup Supplies

Beauty Influencer Videos!
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