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Editor's Letter

THE NEW SEASON OF POSSIBILITY

There is something irresistible about a season of celebration.

Colour feels richer. Craft feels more precious. And fashion takes on a little more drama.

As India steps into its biggest festive and wedding season, footwear and accessories are taking centre stage, no longer mere finishing touches, but defining elements of the occasion wardrobe. A sculpted heel, an embellished sandal, a statement bag or even a pair of bridal sneakers can change the entire mood of a look.

This issue of Shoes & Accessories celebrates that evolution.

But beyond the glamour, there is an equally compelling story unfolding across the industry.

India is moving.

AILPA 2.0 & ILPA Fashion Show 2026 sets the tone for a sourcing landscape increasingly focused on scale, global opportunity and collaboration. Conversations around the India–EU FTA, sustainability and manufacturing underline a larger ambition: to position Indian footwear, leather and accessories not just as a manufacturing powerhouse, but as a force with global design and business relevance.

Technology and localisation are reshaping the manufacturing conversation, while retail continues to expand its horizons. From ANTA's India debut to the latest retail growth numbers, the market is becoming more sophisticated, more competitive and increasingly international.

And then comes the wedding story.

India's big-fat wedding economy is rewriting the rules of occasion dressing. Consumers are shopping across categories, investing in statement pieces and seeking fashion that feels personal, expressive and photograph-ready. Tradition remains at the heart of the celebration—but its expression is changing.

Tradition, reimagined.

Craft, elevated.

Style, unrestricted.

Our festive and wedding edits explore exactly this intersection, bringing together the season's most compelling footwear and accessory directions, while our industry stories look at the business forces shaping what comes next.

Because at Shoes & Accessories, we believe the future of fashion is not simply about what we wear.

It is about how an industry evolves to meet a consumer who expects more &more design, more choice, more relevance and increasingly, more purpose.

This season, as celebrations unfold across the country, the opportunity is equally worth celebrating.

The occasion is Indian.

The ambition is global.

And the moment is now.

Happy reading.

Warm regards

Dipika Chopra

DIPIKA CHOPRA
Editor-in-Chief

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TRENDS • MARKETING • RETAILING

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Seasons most awaited, Kiara Advani launches Caprese's AW26 collection

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News Roundup

From record revenues and bold acquisitions to regulatory fines and green headquarters the global footwear and fashion industry keeps moving at full speed.

By Aryan Chopra

Government moves to ease BIS certification for high-tech manufacturers

Commerce and Industry Minister Piyush Goyal has announced that the government is building a new framework to relax mandatory Bureau of Indian Standards (BIS) certification requirements for companies bringing in specialised manufacturing equipment. The initiative is designed to remove bottlenecks for semiconductor, artificial intelligence, and other advanced-technology firms looking to establish operations in India under the Make in India programme. The announcement follows concerns raised by Japanese semiconductor and AI companies, with equipment maker Tokyo Electron among those flagging delays caused by existing certification norms. Goyal said BIS and the Ministry of Commerce and Industry have already been directed to design an exemption mechanism, clarifying that the relief will not be limited to Japanese firms but extended to high-tech industry more broadly. He indicated that exemptions could be structured at multiple levels company-wide, industry-wide, product-specific, or project-specific to ensure faster and more predictable access to critical imported components. Goyal said he intends to finalise the framework once he returns to India, positioning the move as part of a broader push to make India a more attractive destination for advanced manufacturing investment.



Stelatoes opens its ninth Punjab store, entering Jalandhar



Family footwear brand Stelatoes has expanded its retail footprint with a new store launch in Jalandhar, Punjab, inaugurated by promoters Sanjay Arora and Sachin Arora. This marks the brand's ninth outlet in Punjab and adds to an already sizeable national network built since its founding in 2004, when it opened its first store in Rajouri Garden, Delhi, as a ladies'-footwear-only label. Over two decades, Stelatoes has grown into a full-family footwear retailer with a presence across Delhi NCR's key markets including Karol Bagh, Lajpat Nagar, Kamla Nagar, Sarojini Nagar, and Rani Bagh as well as cities such as Lucknow, Kanpur, Indore, Mumbai, Chandigarh, Amritsar, Patiala, Pathankot, Ludhiana, Bathinda, Dehradun, Rudrapur, Sirsa, Agra, and Jaipur. The company now operates more than 35 stores nationwide, each stocking upwards of 6,000 SKUs, with over 50 new designs added every week to keep pace with changing trends. Alongside international brands such as Pierre Cardin, ID, Lafattio, Abros, Campus, Puma, Skechers, and Nike, Stelatoes also sells its own in-house men's footwear label, Esle, spanning both regular and premium collections. The Jalandhar launch continues the brand's steady expansion into newer regional markets beyond its traditional strongholds.

Sneaker brand Comet closes ₹99 crore round at sharply higher valuation



Bengaluru-based sneaker label Comet is raising approximately ₹98.75 crore (around $10.2 million) in a funding round led by new investor Verlinvest, a Belgium-based private equity firm, with continued participation from existing backers Elevation Capital and Nexus Venture Partners. The company's board has approved the issuance of over 70,000 Series B compulsorily convertible preference shares at a price of ₹13,983 per share to raise the capital. Verlinvest is contributing the largest single share of the round, while Elevation Capital and Nexus Ventures are each investing smaller but substantial sums; additional smaller cheques are coming from individual backers including a Urban Company co-founder and Bhaane Retail. The raise reportedly values Comet at more than three times its 2024 Series A valuation, positioning it as one of the faster-growing names in India's crowded new-age sneaker segment. Founded in 2023, Comet designs India-inspired, fashion-forward sneakers and slides for men and women, selling primarily through its own direct channels. The company plans to use the fresh capital for working capital, capital expenditure, and general corporate needs, as it competes with a growing set of homegrown challenger brands in the space.

Bata India reports 23% jump in first-quarter profit

Bata India has posted a 23% year-on-year rise in first-quarter profit, driven by robust demand for its premium footwear and sneaker lines. For the quarter ended June 30, the company's profit rose to nearly ₹64 crore compared with the year-ago period, while revenue from operations grew around 4%. Much of the growth has been attributed to Bata's deliberate shift toward higher-priced product lines and the strong performance of its "Sneaker Studio" retail format, which is aimed squarely at rising demand for casual and athletic-inspired footwear. The company also continued to expand its physical retail presence in smaller Indian towns and cities during the quarter, part of a broader strategy to widen its customer base beyond metro markets. Despite the encouraging numbers, Bata continues to face intensifying competitive pressure both from large conglomerate-backed retail players such as Reliance Retail, and from a growing wave of online-first, digitally native footwear brands that have been steadily chipping away at traditional retail market share across the country.

Liberty Shoes unveils nearly 500 new samples at SS27 preview in Goa

Liberty Shoes hosted its Spring-Summer 2027 National Clients' Meeting at Taj Horizon in Goa, showcasing close to 500 new footwear samples built around comfort, lightweight construction, and next-generation materials technology. The collection leans heavily on innovation, introducing several new proprietary technologies: Handsfree footwear designed for hands-free wear, Nitro Sole construction for enhanced cushioning, ultra-lightweight "Zero Gravity" designs, Barefoot-style footwear for a more natural feel, and Acu Sense technology built around targeted pressure-point comfort. The brand also expanded its open-footwear category, adding new sandals and slipper styles. A notable highlight of the showcase was an expanded kids' footwear range combining handsfree design, light-up soles, and character-inspired styling aimed at making footwear more engaging for children while still addressing parental priorities like comfort and durability. On the comfort-technology front, Liberty introduced a range of massage-oriented footbeds including 6, 9, 10, and 11-point massage variants, plus a wave-pattern footbed and a dedicated "Doctor Footbed" design underlining the company's continued focus on comfort-led product development as it looks ahead to the next fashion season.



Steve Madden's Madden NYC debuts in the Indian market

Madden NYC, the youth-oriented, accessibly priced label from American footwear group Steve Madden, has launched in India in partnership with Reliance Brands Limited. The debut collection focuses on women's footwear inspired by New York City's energy, spanning everyday sneakers, slides, statement heels, and elevated wardrobe essentials, featuring metallic finishes, woven textures, denim detailing, and animal prints. Products are priced in the ₹5,000–₹7,000 range, positioning the brand as an accessible entry point into global fashion footwear for Indian shoppers. The line is available both online and at select retail locations across major cities including Bengaluru, Hyderabad, Mumbai, Delhi, Ahmedabad, Pune, and Kolkata. Reliance Brands executives described the launch as filling a gap in the market for globally relevant yet accessibly priced fashion footwear, while Steve Madden's international leadership called the tie-up an important milestone in the company's global expansion. The launch builds on Steve Madden's existing India presence of 35 exclusive stores across 16 cities, with further product drops and category expansions planned later in the year as part of the brand's broader India strategy.



Mokobara opens new store in Nagpur

Travel and lifestyle brand Mokobara has added Nagpur to its growing retail network, marking its latest expansion move within India. The launch was announced by the company on social media as part of its ongoing push to strengthen its offline presence alongside its digital business. Founded in Bengaluru in 2020 by Sangeet Agrawal and Navin Parwal, Mokobara offers a range of travel and lifestyle products including luggage, backpacks, handbags, and everyday-carry essentials, and already has stores across cities such as Delhi-NCR, Bengaluru, Mumbai, Pune, Hyderabad, Chennai, Chandigarh, and Ahmedabad. The Nagpur opening comes amid healthy tailwinds for India's travel accessories category industry estimates put the domestic market at roughly $77.5 million in 2025, with projections suggesting it could grow to around $139 million by 2034 at an annual growth rate above 6%. Analysts attribute this growth to rising domestic and international travel, increasing disposable incomes, and growing consumer demand for convenience and performance across travel essentials from luggage to personal care and electronic-protection accessories all trends that continue to support Mokobara's expansion strategy into newer Indian cities beyond its established metro base.





Apparel Group India brings British menswear label Ben Sherman to Thane

Apparel Group India has widened the retail footprint of British menswear brand Ben Sherman with a new store at Lake Shore Mall in Thane, continuing the group's strategy of bringing globally recognised fashion labels within closer reach of Indian shoppers. The opening was announced via Apparel Group India's official LinkedIn page, which spotlighted Ben Sherman's blend of British heritage, craftsmanship, and modern menswear sensibility. Founded in Brighton in 1963, Ben Sherman built its identity around distinctly British style, with its signature button-down shirt becoming closely tied to the Mod movement and the broader relationship between fashion and British youth culture over the decades. The design took inspiration from the American Ivy League shirt but added unique details a back-of-collar button, a rear hook, and a strong focus on colour, fabric, and pattern along with its recognisable House Check motif. Today the brand's menswear range extends well beyond shirts to polos, knitwear, jackets, Harrington jackets, and trousers, blending classic tailoring with contemporary design. The Thane launch is part of a wider licensing tie-up Apparel Group struck with Marquee Brands in 2023, covering Ben Sherman and other labels across the GCC and India, as the group continues expanding premium international brands into key Indian retail destinations.



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Koblerr's Sixth Store Now Open at VR Mall, Chennai

Koblerr proudly marks a new milestone with the launch of its sixth store at VR Mall, Chennai. The spacious new store brings together an extensive range of men's, women's and kids' footwear, featuring Koblerr's own collections alongside leading brands such as Skechers and Birkenstock.

Designed with a modern, inviting ambience, the store offers a seamless shopping experience with footwear for every occasion—from everyday comfort to workwear, casual outings and special occasions. With its thoughtfully curated collections and contemporary retail environment, the new Koblerr store is set to be a go-to footwear destination for the entire family.



The House of Rare opens second Bengaluru store in Indiranagar



Premium designer-wear label The House of Rare has opened its second Bengaluru store in Indiranagar, one of the city's key fashion and lifestyle hubs, as part of its continued retail expansion. Company leadership described the move as more than simply adding another outlet, framing it instead as an effort to create a distinctive brand experience through careful location selection and store design. The new space brings together the group's multiple sub-brands Rare Rabbit, Rareism, Rare'Z, and Rare Ones under one roof, with a design approach built around a restrained, sculptural façade, deep wood tones, refined metal detailing, and layered lighting meant to create a sophisticated in-store environment. Founded in 2015 by Manish Poddar and Akshika Poddar, The House of Rare positions itself as a made-in-India fashion label built around individuality and quality, and now operates more than 180 stores nationally, spanning menswear, womenswear, kidswear, and its footwear label, Rare'Z. The expansion comes as India's luxury fashion market continues to grow steadily, estimated at nearly $9.85 billion in 2025 and projected to approach $15 billion by 2034, driven by rising urban affluence and greater exposure to global fashion trends through digital and social platforms.

SNITCH adds five stores, expands retail network to 131

Menswear brand SNITCH has opened five new stores across India in Kolkata, Pune, Nashik, Patiala, and Noida taking its total store count to 131 as the brand sharpens its offline expansion strategy alongside its online business. The new stores span both established metro markets and smaller, emerging consumer hubs, reflecting the brand's push to widen its physical presence beyond major cities. Each outlet stocks over 1,000 styles across more than 13 categories, ranging from everyday essentials and elevated basics to occasionwear and trend-driven pieces, catering to shoppers seeking accessible, fashion-forward menswear. According to founder Siddharth Dungarwal, physical retail remains a key growth lever for the brand, offering an opportunity to build closer relationships with consumers while maintaining a consistent brand experience across both online and offline channels. The latest round of openings underscores a broader trend among digitally native fashion brands increasingly turning to physical stores to complement e-commerce, giving shoppers direct product access while preserving the convenience of online shopping. With this expansion, SNITCH continues to scale its national footprint while focusing on product variety, accessibility, and a seamless shopping experience across its growing store network.




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Footwear brand Clog London raises seed funding from VG Angels

Mass -premium footwear brand Clog London has raised seed capital from VG Angels, with the funds earmarked to accelerate the company's retail expansion, particularly across India's Tier II and Tier III cities. Founded in 2018 by Gopal Kishan Rathor, Clog London designs footwear for both men and women, positioning itself around a combination of style, comfort, quality, and affordability for consumers seeking premium-looking shoes at accessible prices. The brand has built its growth strategy around a retail-first, omnichannel approach, having tested its business model with a pilot exclusive brand outlet in Jhansi back in 2023. Following the pilot's success, Clog London expanded into several additional cities, including Gandhidham, Karnal, Noida, Bareilly, and Delhi, and has continued signing new store locations since. The company plans to use the fresh capital to accelerate store openings, strengthen inventory management, broaden its product range, and deepen penetration in emerging towns and cities. Investors backing the round pointed to the brand's disciplined, retail-led validation approach and strong early franchise interest as key reasons for their confidence. Looking ahead, Clog London has set an ambitious target of crossing 100 stores nationally within the coming months, as it looks to establish itself as a leading mass-premium footwear brand for India's emerging consumer base.



Decathlon Sports India partners with FirstCry to expand kids' sports gear access



Decathlon Sports India has entered a strategic partnership with FirstCry, India's leading platform for children and expectant mothers, aimed at making high-quality sports gear more accessible to young families across the country. Through the tie-up, FirstCry customers can now shop a curated range of Decathlon's kids' products including apparel, footwear, accessories, and sports essentials spanning more than 500 items across sports such as skating, swimming, badminton, tennis, football, cricket, cycling, and general fitness. The partnership is built around the idea that early exposure to sport supports foundational motor skills, cognitive development, and social-emotional growth, with studies suggesting children introduced to physical activity early are considerably more likely to sustain healthy habits into adulthood. By plugging into FirstCry's base of over 25 million registered users, Decathlon aims to reach families not just in metro cities but across Tier II and Tier III markets as well. Leadership from both companies framed the collaboration as a natural extension of their respective missions Decathlon's focus on accessible sporting goods and FirstCry's deep reach into the parenting and childcare ecosystem with the shared goal of making movement, play, and active habits a more seamless part of children's everyday routines nationwide.

Adidas Originals launches globally popular Tang Jacket in India

Adidas Originals has brought its widely popular Tang Jacket to the Indian market for the first time, introducing a silhouette that has already gained significant traction in global streetwear and fashion circles since its international debut. The track jacket draws design inspiration from the traditional Tang suit, a garment with historical roots in China's Qing dynasty, reinterpreting classic elements through a contemporary streetwear lens that blends cultural heritage with adidas' signature sportswear aesthetic. Key design details include a distinctive mandarin collar, a full-zip front closure, and the brand's iconic Three Stripes detailing, together creating a look that is both bold and refined. The jacket reflects adidas Originals' broader design philosophy of reworking heritage-inspired references into modern fashion pieces while retaining instantly recognisable brand codes. For its India launch, the Tang Jacket is being offered in four colourways Focus Olive, Oat, Ash Grey, and Grey Six giving Indian consumers multiple options to choose from. With its mix of historical inspiration, contemporary styling, and strong brand identity, the jacket is being positioned as a statement piece for shoppers looking to incorporate globally trending streetwear styles into their everyday wardrobes.




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Thomas Crick spotlights craftsmanship behind Made-in-India footwear



British-rooted footwear label Thomas Crick is placing renewed emphasis on craftsmanship as a defining element of luxury, positioning its Made-in-India collection as a counterpoint to fast fashion and disposable trends. The brand blends classic British shoemaking traditions with the skill of Indian craftsmen, focusing on quality materials, considered construction, and meticulous finishing across its range. The collection spans polished formal shoes, refined loafers, classic Chelsea boots, and versatile everyday styles, designed to move seamlessly between professional, festive, and social settings rather than chasing seasonal trends. Central to the brand's identity is its Made-in-India manufacturing process, which the company says allows traditional values of precision and durability to remain relevant for today's consumer, with every pair reflecting careful attention from material selection through to stitching and final finishing. According to the brand, true luxury lies not just in how a shoe looks but in how it feels and wears over time an emphasis on longevity that stands in contrast to more disposable, trend-driven fashion cycles. As Indian consumers grow increasingly discerning about product origins and craftsmanship, Thomas Crick positions itself within a broader shift toward quiet luxury and considered, purpose-built products.

Skechers becomes second-largest footwear brand in the US by units sold

Skechers has climbed to become the second-largest footwear brand in the United States by units sold, a milestone the company attributes to its ability to deliver affordable, high-quality footwear across age groups, along with strong performance in technical sports products and widespread adoption of comfort features like its Hands Free Slip-ins. Company leadership noted that Skechers has spent more than three decades designing footwear for a broad cross-section of consumers, from families managing daily routines to elite athletes competing on major global stages. The brand's portfolio spans casual, fashion, work, and kids' footwear, alongside technical performance lines for running, golf, basketball, pickleball, and soccer, underpinned by a range of proprietary comfort and cushioning technologies. Skechers has also built a high-profile roster of athlete and celebrity endorsers, which the company credits with driving broader brand awareness highlighted by recent moments such as an NBA Finals game-winning play, a World Cup scoring record, and major championship wins across golf and basketball, along with a new partnership with the WNBA. These moments, the company says, have reinforced Skechers' credibility as a serious performance-sports contender while amplifying visibility across its wider product categories. In the US, the brand is sold through more than 700 branded stores, its own e-commerce platform, and an extensive retail partner network.



ASOS expands premium accessories offering with five new brands

UK-based online fashion retailer ASOS has added five premium non-clothing brands to its platform as part of a broader push to strengthen its elevated brand mix and accessories offering. The new additions include handbag labels Michael Kors, Dragon Diffusion known for handwoven leather designs and vegan-design brand JW Pei, alongside footwear labels Tony Bianco and Vagabond, which bring trend-led heels, boots, and loafers to the platform. The expansion is designed to reflect how ASOS shoppers increasingly build outfits by mixing premium, designer, and more accessible labels to create individually curated looks. Company leadership described premium non-clothing as a meaningful growth opportunity, noting that adding recognisable, in-demand brands gives customers more ways to complete their outfits with names they already know and search for. The move is part of ASOS's broader strategy of differentiating its brand portfolio, responding directly to customer demand signals, and encouraging more full-price, outfit-led shopping behaviour on the platform. By curating accessories and footwear brands that complement its core clothing offer, ASOS is aiming to build a more complete, head-to-toe styling proposition one that keeps shoppers on the platform for a wider range of their fashion needs rather than just apparel alone.





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Aerosoles to expand into men's, kids' footwear and handbags

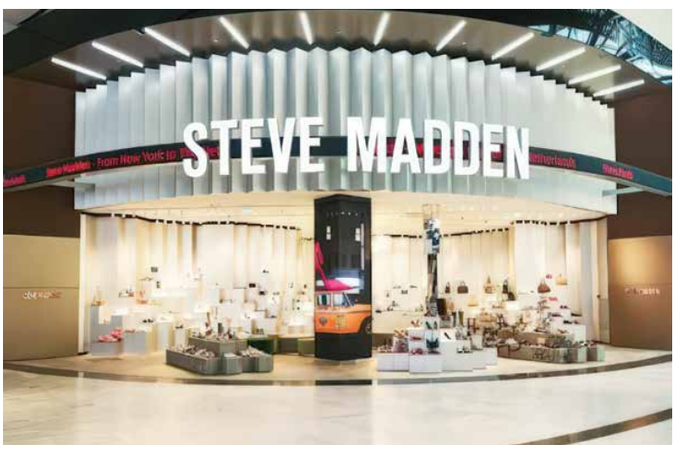


American comfort-footwear brand Aerosoles is broadening its product portfolio beyond women's shoes, with new men's and children's footwear lines as well as a handbag range set to launch in September. The expansion follows a two-year period during which the company focused on strengthening its core women's footwear business under President and Chief Brand Officer Jimmy Gabriel, rebuilding product quality, brand storytelling, and customer trust before moving into new categories. The men's range will centre on loafers, trainers, and versatile boots, while the children's line will feature comfortable knitted flats in multiple colourways. The handbag collection will include crossbody bags, totes, and shoulder bags across a range of materials and finishes. The new categories will be introduced as part of Aerosoles' autumn 2026 "Be Real" marketing campaign, alongside a relaunched product catalogue. Company leadership described the move as a natural next step once the core business had regained strength, framing the expansion as a shift from being seen as a single-category footwear brand to a broader lifestyle brand a change expected to deepen relationships with retail partners and unlock more shelf space.

Zalando delivers strong growth, trims full-year profit guidance

European fashion e-commerce group Zalando reported strong first-quarter growth, with gross merchandise volume rising close to 21% year-on-year to €4.9 billion and group revenue up a similar margin to €3.4 billion. The company credited its multi-app strategy spanning the core Zalando platform, About You, and Lounge by Zalando for driving customer growth, with active customers reaching a new high of 62.5 million, boosted by the recent About You acquisition. Zalando's B2B logistics and software arm, ZEOS, also posted strong growth as the company opened up its infrastructure to external brands and retailers. Management pointed to expanding AI capabilities including AI-powered design tools and an upgraded shopping assistant as a growing driver of both efficiency and customer engagement. Adjusted operating profit rose during the quarter, aided partly by cost synergies from the About You integration, even as margins were diluted somewhat by the acquisition's consolidation. Looking ahead, Zalando narrowed its full-year growth guidance to the lower half of its previous range, while tightening its profit outlook closer to market expectations amid a more cautious macro environment.





Steve Madden raises full-year guidance after strong second quarter

Footwear and accessories group Steve Madden has once again lifted its full-year financial guidance after posting strong second-quarter results, driven largely by renewed momentum in its flagship namesake brand. Quarterly revenue rose more than 19% year-on-year, with growth coming from both its wholesale business and its faster-growing direct-to-consumer channel, which includes its retail stores, e-commerce sites, and international concessions. Gross margins improved significantly compared with the same period last year, and the company swung from an operating loss a year ago to a healthy operating profit this quarter. Net income likewise turned sharply positive, reversing a loss recorded in the prior-year period. Company leadership credited the turnaround to disciplined execution and strong consumer response to newer, trend-forward product assortments across its brand portfolio. On the back of this performance, Steve Madden raised its full-year revenue growth guidance and increased its expected earnings-per-share range for the year, signalling growing confidence in sustained momentum through the remainder of fiscal 2026 despite a mixed environment for fashion and footwear retailers globally.



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Geox improves profitability despite first-half sales decline

Italian footwear brand Geox reported a decline in first-half sales but managed to significantly improve profitability, as the company prioritised protecting margins over chasing volume in a difficult market. Both wholesale and retail sales fell during the period, with wholesale hit by weaker order intake for the Spring-Summer 2026 collection, and retail affected by store closures and softer footfall. Digital sales also declined overall, though the brand's own directly operated website continued to grow. Regionally, Geox saw declines across all major markets, including Italy, the rest of Europe, and other international regions such as the Middle East and Russia, where geopolitical instability continued to weigh on performance. Despite the top-line pressure, the company's gross margin improved meaningfully year-on-year, helped by tighter management of its collection and sales-channel mix, while adjusted operating costs fell due to lower personnel, logistics, and store-network expenses. Both adjusted EBITDA and adjusted operating profit rose sharply compared with the same period last year. Inventory levels and bank debt also declined. For the full year, Geox expects sales to fall by a high single-digit percentage, but forecasts continued improvement in both EBITDA and operating profit.



Foot Locker partners with Uber Eats for same-day delivery

Foot Locker × Uber Eats

Ahead of the back-to-school shopping season, Foot Locker has partnered with Uber Eats to bring its stores along with sister brands Kids Foot Locker and Champs Sports onto the delivery platform, giving customers access to over 1,000 US locations for on-demand or scheduled delivery. Orders placed through the app will be fulfilled directly by local stores, shortening delivery times by keeping inventory close to shoppers rather than relying on centralised warehouses. Foot Locker executives framed the tie-up as part of a broader push to give customers more flexible, convenient ways to shop, particularly during high-traffic shopping periods like back-to-school season. The partnership is expected to support Foot Locker's ongoing omnichannel strategy by expanding same-day delivery options and reducing dependence on any single sales channel. It also strengthens Uber Eats' positioning as a broader retail and shopping destination beyond food delivery, following similar tie-ups the platform has struck with other retailers, including shoe retailer DSW as well as Dick's Sporting Goods and its Golf Galaxy stores, as delivery platforms increasingly compete for retail and lifestyle categories.

Roger Federer's stake in sneaker brand On hit by stock slide

Tennis legend Roger Federer's investment in Swiss running-shoe company On has taken a significant hit after the brand's share price fell nearly 40% in 2026 following a disappointing quarterly earnings report. Federer invested an estimated $50 million in On back in 2019 in exchange for roughly a 3% stake; at recent peak valuations that position had been worth around $310 million, but the stock's decline reportedly wiped tens of millions of dollars off his fortune in a single day, briefly pushing him below billionaire status by some estimates. Despite the share-price pressure, On's underlying business continues to perform well second-quarter sales rose over 20% and gross margins remained strong though investors have grown cautious about slowing demand in key markets and a trimmed full-year outlook. Federer's involvement with On goes beyond a passive investment; he has worked directly with the brand's design team in Zurich and lent his name to signature sneaker lines. The episode highlights how closely his personal wealth is now tied to the performance of the publicly listed sneaker company.





STORE LOCATOR

SCHUMANN CRISTOFANO Hi-alfitude Viviana FRISBEE Catwalk Lee Cooper CRAFTED IN LONDON PERFORMAX

Plus a whole world of amazing national & international brands TRENDSFOOTWEAROFFICIAL TRENDSFOOTWEAROFFICIAL

AVAILABLE AT TRENDS FOOTWEAR AJIO.COM TRENDS



Asia continues to dominate global footwear consumption

Asia remained the epicentre of global footwear demand in 2025, accounting for 56% of all pairs consumed worldwide, further consolidating its position as the industry's centre of gravity both as the world's dominant manufacturing base and, increasingly, as its largest consumer market. However, this dominance is driven primarily by the sheer scale of Asia's population rather than high per-person spending, with average consumption in the region standing at just 2.6 pairs per capita well below more mature markets. North America recorded the highest per-capita consumption globally at 4.6 pairs per person, followed by Europe at 4.1 pairs. Despite its lower per-capita figure, Europe's larger overall population meant it still outpaced North America in total consumption volume. Meanwhile, Africa continued to grow its share of global footwear demand, now accounting for 10.7% of worldwide consumption, though affordability constraints continue to keep per-capita consumption on the continent low, at around 1.6 pairs per person. The data underscores a global footwear market shaped as much by demographic weight and purchasing power differences as by production capacity.

World Footwear Yearbook 2026 released

APICCAPS, the Portuguese Footwear, Leather Goods and Components Manufacturers' Association, has published the 16th edition of its World Footwear Yearbook, a comprehensive annual reference first launched in 2011. The report draws together detailed 2025 data on global footwear production, consumption, exports, and imports, allowing readers to benchmark major producing and consuming countries against one another across both volume and value metrics. This year's edition includes dedicated analysis of 84 individual national markets, along with a broader look at how the industry's leading global players have evolved over the past year. The Yearbook has become a widely referenced resource for footwear industry executives, analysts, and policymakers looking to understand shifting trade patterns, changing consumption habits, and the competitive positioning of major manufacturing hubs worldwide. It is now available for purchase through APICCAPS' official store, and is typically used by industry stakeholders for strategic planning, market entry decisions, and trend forecasting given its scale and depth of coverage across both established and emerging footwear markets globally.

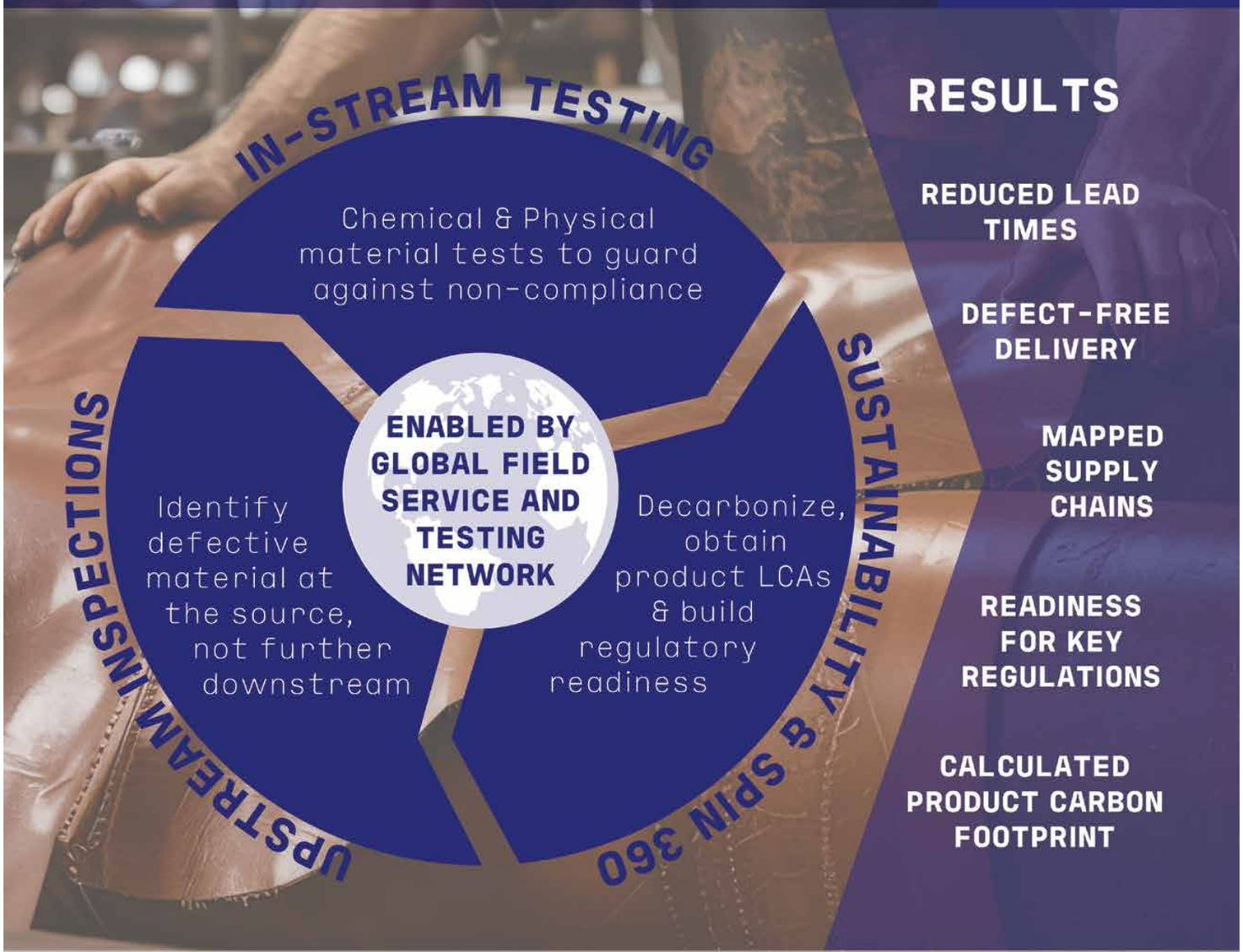
Global average footwear export price climbs to $11.65 per pair

New industry data shows that the average price of footwear traded internationally has continued its long-term upward trajectory, reaching $11.65 per pair in 2025 after a brief dip in 2024. Average export prices had risen steadily from under $9 per pair in 2016 to nearly $12 per pair in 2023, reflecting a broader shift toward higher-value products in global trade, before easing temporarily and then recovering. Notably, this latest price increase came even as the total number of pairs exported globally fell slightly during the year, suggesting that rising unit values rather than higher sales volumes continue to be the primary driver of overall export performance. Industry analysts caution that this trend should not necessarily be read as a broad-based price increase across every market and product category; instead, it may partly reflect structural shifts in global trade, such as a growing share of premium footwear in the export mix, a shift toward higher-value destination markets, or changes in which countries are driving global exports. Either way, the data points to continued resilience in value creation within the footwear trade despite volume pressures.

FROM RAW MATERIAL TO RETAIL: ONE PARTNER, COMPLETE CONFIDENCE

Transform your supply chain: integrated quality, compliance, and sustainability solutions delivering competitive advantage.

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Italian footwear turnover falls as exports weaken across key marketsfootwear brand in the US by units sold

Italy's footwear industry recorded a 2.7% decline in overall turnover during the first quarter, driven by a broad-based weakening in exports, according to Assocalzaturifici, the national footwear manufacturers' association. Exports which typically account for roughly 90% of total industry turnover fell in both value and volume compared with the same period last year, with the sharpest contractions seen in non-EU markets. France remained Italy's top export destination and was one of the few bright spots, with export value rising even as volumes dipped, while shipments to Germany, the Middle East, former Soviet-bloc countries, and the United States all declined, with US-bound exports continuing to suffer from tariffs introduced in 2025 and Middle East shipments hit hard by regional conflict. Domestically, however, Italian consumers increased their footwear spending slightly during the quarter, with women's shoes and trainers which alone accounted for over 40% of consumer spending driving the gains. The sector continued to face structural pressure on the production side, with the number of active footwear manufacturers and total sector employment both declining compared with the previous year, even as the use of short-time working schemes eased somewhat from prior peaks.



Brazil records first footwear trade deficit since 1997

Brazil's footwear sector posted its first monthly trade deficit in nearly three decades in July, according to data from the Brazilian Footwear Industries Association based on official trade statistics. Imports held broadly steady in value during the month even as volumes fell slightly, while exports declined sharply in both value and volume compared with the same month last year, tipping the sector into a deficit. Over the January-to-July period, imports rose in both value and volume compared with the prior year, while exports fell significantly on both counts. Industry leaders pointed to a combination of pressures: exports to Brazil's two largest markets, the United States and Argentina, have been declining for some time and are now facing additional strain from newly imposed US tariffs, while cheaper imports particularly from China, Vietnam, and Indonesia continue to gain ground in the domestic market even as local consumption remains sluggish. Nearly eight in every ten imported pairs sold in Brazil now originate from these three Asian countries. Despite the pressure, Brazil remains one of the world's largest footwear-producing nations, with domestic consumption still absorbing the bulk of national output.





BAREFooT European Shoe Fair to move to a biannual schedule

The second edition of the BAREFooT European Shoe Fair, held at Messe Offenbach in Germany from the 24th to the 26th of July 2026, drew 102 exhibitors representing 121 brands from 26 countries, with roughly three-quarters of exhibitors coming from outside Germany underscoring the event's growing international pull. Citing the fair's continued growth in both exhibitor numbers and international representation, organisers announced that BAREFooT will move to a twice-yearly schedule starting in 2027, with a third edition planned for late January and a fourth for July. Messe Offenbach's CEO, Arnd Hinrich Kappe, pointed to the strength of international participation as validation of the venue's growing importance as an industry platform. Organisers also highlighted early signs of confidence in the expanded schedule, noting that 58 exhibitors had already confirmed participation in the January 2027 edition before this year's event had even concluded, with further bookings secured during the three-day fair itself. The shift to a biannual format positions BAREFooT as an increasingly significant fixture on the European footwear trade-show calendar going forward.

Lineapelle confirms over 1,000 exhibitors for September 2026 edition

Lineapelle, one of the leather and materials industry's leading international trade fairs, will host more than 1,000 exhibitors at its upcoming September 2026 edition, taking place at Fiera Milano Rho from the 15th to the 17th. Organisers say the strong exhibitor turnout reflects the fair's continued international standing and the confidence the wider supply chain continues to place in the event as a hub for business development, networking, and product innovation. Beyond the exhibition floor, the fair will host an extensive programme of talks and panel discussions covering key industry themes including sustainability, artificial intelligence, materials research, supply-chain traceability, and shifting global markets. A particular highlight will be the unveiling of Autumn/Winter 2027–28 trend forecasts, developed by the Lineapelle Fashion Committee under a stylistic theme centred on the tension between digital-age "seductive algorithms" and timeless aesthetic appeal. The fair will also run alongside two co-located events Simac Tanning Tech, focused on machinery and technology for footwear, leather goods, and tanning, and FILO, the international yarns and fibres exhibition while partially overlapping with the closing days of Micam and Mipel.



US footwear sales edge up in first half of 2026

According to market research firm Circana, US footwear sales rose 1% in value during the first half of 2026 compared with the same period last year, as higher average selling prices helped offset a decline in the total number of pairs sold a sign that consumers are being more selective with discretionary spending. Performance footwear was the standout category, with sales up 6% in value alongside growing unit sales; running shoes led this segment with double-digit growth in both value and volume, while categories like cross-training, golf, and volleyball footwear also posted gains. Sport-lifestyle footwear, by contrast, declined despite growth in running-inspired styles, though sneakers overall still account for the largest share of the US footwear market by a wide margin. Fashion footwear sales stayed roughly flat, though ballerina flats posted double-digit growth and mules, clogs, and pumps also gained ground. In the outdoor segment, hiking and water-sport footwear both saw increases. Circana expects the full-year US footwear market to end largely flat, with continued price increases offsetting softer underlying demand, as nearly half of consumers report delaying purchases or trading down due to rising prices.




GUCCI



INDIA'S RETAIL SECTOR GROWS 8% YOY IN JULY 2026, RAI SURVEY FINDS

Strongest regional growth in North and South; store-level demand recovery signals firmer footing ahead of festive season

India's retail sector grew 8% year-on-year in July 2026, according to the Retailers Association of India's (RAI) Business Survey Round 73, with everyday, needs-based categories carrying the month.

The reading comes weeks after RAI's SANKET report, produced with payments partner Innoviti, showed genuine store-level demand recovering to 7.1% growth in July — its strongest month since the quarter began. Read together, the two data sets point to a sector building real momentum just as retailers begin preparing for the festive season.

REGIONAL PERFORMANCE

Growth varied sharply by region in July	
Region	YoY Growth
North	9%
South	9%
West	6%
East	6%

The North and South posted the strongest growth in the survey, while the West and East grew more moderately. This regional spread echoes what SANKET found at the store level — the South held up strongest of any zone through the quarter, while the West saw the sharpest swing, dropping furthest in Q1 before rebounding hardest in July.



CATEGORY PERFORMANCE

Category-level data points to what has actually driven purchases through the month.

Habit-led categories outperformed	
Category	YoY Growth
Quick service restaurants	13%
Food & grocery	12%
Footwear	10%
Apparel	8%

Habit-led categories outperformed	
Category	YoY Growth
Consumer durables & electronics	7%
Jewellery	6%
Sports goods	4%
Furniture	1%

Outlook

With Q1's softness now behind the sector and July showing recovery on both overall and store-level measures, RAI's reading is that retailers enter the festive season from a firmer base than the one they were standing on three months ago — though the categories that will matter most this festive season, namely big-ticket purchases, are still growing well below the categories built into daily routine.

Statement

"July gave us two confirmations at once: topline growth held up, and genuine store-level demand, which had softened through the summer, came back with it. That matters heading into the festive season, because the big-ticket purchases are exactly the ones festive buying tends to unlock. The base retailers are working from this year is stronger than it was in April or May. Retailers are entering the festive season with optimism, anticipating stronger consumer demand. The job over the next few weeks is preparation — inventory in place, staffing ready, and offers timed for a customer who buys on routine most of the year but saves the bigger decisions for the season that's built for them." Kumar Rajagopalan, Executive Director and Chief Executive Officer, Retailers Association of India

India's retail future is connected. RAI is building for it.

About RAI

The Retailers Association of India is the national body representing India's retail industry across all channels and formats, from large format and specialty retail to e-commerce, quick commerce, and connected commerce businesses. RAI works with governments, regulators, and industry stakeholders to enable a competitive, innovation-friendly retail ecosystem. Through policy advocacy, industry events, research, and learning programmes, RAI builds the conditions for retail to grow, invest, and create employment at scale.

INC.5

STRENGTHENS ITS FOOTPRINT ACROSS INDIA



GREATER NOIDA

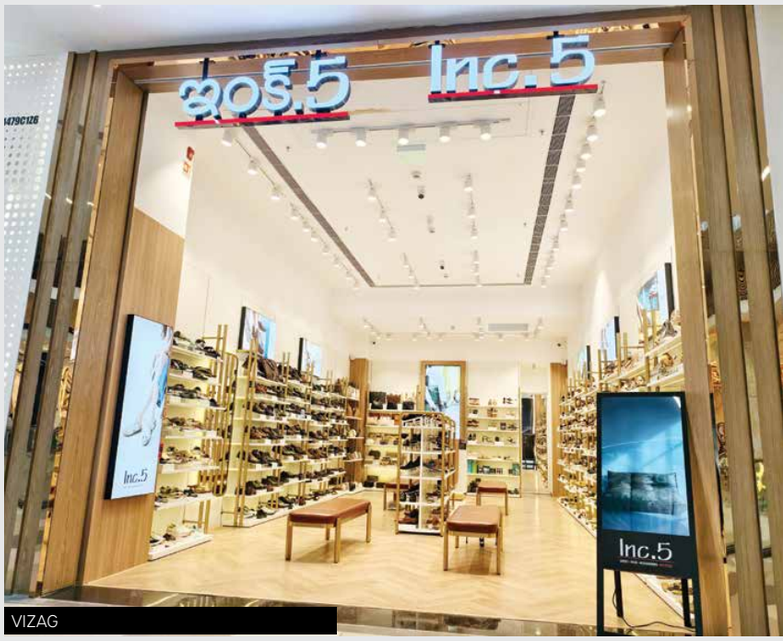
INC.5 has strengthened its retail presence with the opening of five new stores across Vizag, Kolkata, Patna, Greater Noida, and Amritsar, bringing its signature style closer to customers across key markets. Each store offers a complete shopping experience across women's footwear, men's footwear, and handbags, with a curated selection of contemporary styles ranging from everyday essentials to statement pieces.

Speaking about the expansion, Rajesh Kadam, CEO, INC.5, said, "We are excited to strengthen our retail footprint with these new store openings. With several more stores lined up across key markets, we are focused on taking INC.5 closer to our customers and creating a stronger presence across India. Our aim is to make fashion-forward footwear and accessories accessible to an even wider audience while continuing to deliver a consistent and elevated retail experience."

With these new openings and several more stores in the pipeline, INC.5 continues to expand its presence across India and make fashion-forward footwear and accessories more accessible to its growing customer base.



AMRITSAR



VIZAG



PATNA



KOLKATA

ANTA Lands in India



BRANDMAN RETAIL LAUNCHES ANTA'S FIRST INDIA STORE AT GURGAON



ANTA Group is one of the world's largest sportswear companies, known for its innovation in performance wear, footwear and sports equipment. The group manages a portfolio of globally recognised brands including ANTA, Wilson and Salomon, serving athletes and sports enthusiasts across international markets.

Brandman Retail, an India-focused distributor and retailer of international sports and lifestyle brands, has launched ANTA's first exclusive brand store in India at AIPL Joy Gallery, Gurgaon. The launch marks ANTA's official retail debut in the country, bringing its performance-led footwear, apparel and lifestyle offerings to India's growing community of sports, fitness and athleisure enthusiasts.

The launch was celebrated with an immersive evening centred on sport, movement and contemporary athletic culture. Guests experienced ANTA's latest performance and lifestyle collections through a curated showcase and ramp walk, alongside interactive experiences including a photo booth, spin-the-wheel, gift vending and a Dead Hang Challenge.

Commenting on the launch, Arun Malhotra, Founder and Managing Director, Brandman Retail, said, "We are proud to introduce ANTA's first exclusive store in India and bring its globally recognised performance,





innovation and design closer to Indian consumers. As India's sporting and fitness culture continues to evolve, we see significant potential for ANTA in the country. This store marks an important first step in building a strong and meaningful presence for the brand across India."

Located at AIPL Joy Gallery, the new store offers ANTA's latest range of footwear, apparel and sportswear in a dedicated retail environment. Designed to reflect the brand's focus on performance technology, functionality, contemporary design and innovation, the store enables consumers to experience ANTA beyond its products.

The launch comes at a time when India's sportswear and athleisure market is gaining momentum, driven by rising participation in sports and fitness, greater health consciousness


ANTA RUNNING
FAR BEYOND EXPECTATION
TRY AGAIN
15% OFF


ANTA







and evolving consumer preferences. With consumers increasingly seeking a balance of technical performance, comfort and contemporary design, the category presents significant opportunities for global sportswear brands.

For Brandman Retail, the Gurgaon store marks the beginning of ANTA's retail expansion in India and reflects its broader strategy of bringing leading international sports and lifestyle brands closer to Indian consumers. The company aims to build dedicated consumer touchpoints for ANTA while supporting the brand's long-term ambition to establish a strong and sustained presence in one of the world's fastest-evolving sportswear markets.

About Brandman Retail

Founded in 2021, Brandman Retail is a leading retail operator and distribution partner for global brands including New Balance, Saucony, Rockport and On. The company focuses on omnichannel retail strategy, brand licensing, and experience-led commerce to bring international lifestyle and sports brands to the Indian market.



MORTANTRA CULTURE HOUSE OPENS IN MUMBAI

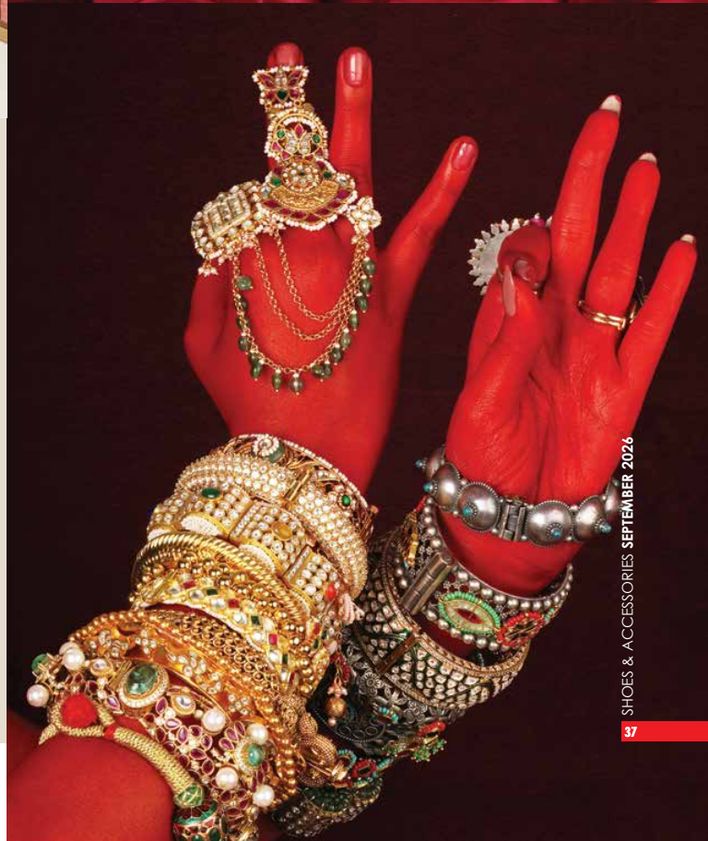
WHERE INDIAN CRAFT, JEWELLERY & CONTEMPORARY DESIGN COME TOGETHER











Mortantra, the contemporary ceremonial Indian jewellery house, has opened its 2,000 sq. ft. flagship Culture House in Khar, bringing jewellery, craft, culture and storytelling together under one roof. Designed with an Indian Modern sensibility, the space blends traditional techniques, from Kalamkari, Pattachitra and Mata Ni Pachedi to Bandhani and Mochi Bharat, with contemporary materials and design.

More than a jewellery store, the Culture House is conceived as a gallery, archive, gathering space and bridal sanctuary. Highlights include a 200-kg raw brass entrance door, heritage craft installations, a Phad artwork by National Award-winning artist Kalyan Joshi, Sangrah – The Collective, showcasing Mortantra's jewellery traditions, and The Sanctum – Shringaar Antahpur, dedicated to bridal and groom jewellery consultations.

With Mumbai accounting for over 30% of Mortantra's customer base, Khar was a natural choice for the brand's first flagship in the city. The Culture House embodies Mortantra's belief that Indian craft should be lived, worn and kept in circulation, bringing the knowledge and beauty of generations of artisans into a contemporary context.

AILPA 2.0

ILPA FASHION SHOW 2026 PRELUDE SETS THE STAGE FOR A LANDMARK SOURCING SHOWCASE

The Indian Footwear, Leather and Leather Accessories Industry can be the world leaders there is work to do

The Indian Leather Products Association (ILPA) marked an important milestone with the successful hosting of the Prelude to AILPA 2.0 – All India Leather Products & Allied Sourcing Fair 2026, held on 22 August 2026 at the Hyatt Regency, Kolkata. Bringing together key stakeholders from across the leather and allied industries, the Prelude offered a glimpse into what promises to be one of the most significant sourcing and networking platforms for the sector this year.

The event witnessed the presence of leading industry members, exhibitors, sponsors, trade representatives and distinguished guests, including Mr. Maxim Kozlov, Consul General of the Russian Federation in Kolkata, adding an international dimension to the proceedings and underscoring the growing relevance of Indian leather products in global markets.

A key highlight of the Prelude was the announcement of the extensive buyer participation expected at AILPA 2.0, with 100+ international buyers and 50+ domestic buyers slated to attend the fair. The event is also expected to bring together 100+ leading leather goods exporters, alongside established players and emerging businesses from a diverse range of allied sectors.

A STRONGER PLATFORM FOR GLOBAL SOURCING

With its expanded scale and wider industry participation, AILPA 2.0 aims to strengthen Kolkata and India's position on the global sourcing map. The fair is designed to provide an integrated business environment where international and domestic buyers can engage directly with Indian manufacturers, exporters and suppliers across categories.

From leather goods and finished leather products to allied sectors, the exhibition will offer buyers an opportunity to discover new suppliers, evaluate product capabilities, understand emerging trends and build long-term business relationships.

Beyond product sourcing, AILPA 2.0 is expected to serve as a platform for knowledge exchange, networking and business development, connecting the Indian manufacturing ecosystem with an increasingly global buyer community.

FASHION MEETS THE LEATHER INDUSTRY

Adding another dimension to the event, the ILPA Fashion Show 2026 will complement the sourcing-focused exhibition with a showcase of design, craftsmanship and contemporary fashion. The fashion presentation is expected to highlight the versatility of leather and leather products while bringing together creativity, commercial relevance and the evolving aesthetic of the industry.

The Prelude therefore marks more than



From left - Mr. Ajay TARWAY, Mr. Rajarshi Dey, Mr. Mohammed Azhar, Mr. Akash Nayyar, Mr. Adhar Sahni,





Ms. Richa sharma (left), Mr. Maxmim Kozlov (right)

a countdown to an exhibition; it represents the beginning of a larger industry-led initiative aimed at creating stronger connections between Indian craftsmanship, manufacturing excellence, design and global commerce.

MARK YOUR CALENDAR

AILPA 2.0 – All India Leather Products & Allied Sourcing Fair 2026
28–30 October 2026
Biswa Bangla Exhibition Centre, New Town, Kolkata

The three-day sourcing fair is set to provide a focused and high-value environment for buyers, exhibitors, manufacturers, exporters and industry professionals looking to explore new opportunities within the leather and allied sectors.

For Buyers: Discover. Source. Connect.
For Exhibitors: Showcase. Network. Grow.

With an expanding international buyer base, a strong representation of Indian exporters and a diverse allied-sector presence, AILPA 2.0 is poised to become a significant meeting point for the Indian leather industry and the global sourcing community.

Be part of AILPA 2.0 and experience the future of leather sourcing, business and fashion.




Mr. Mohammed Azhar

OUR VISION IS TO POSITION BENGAL AS A LEADING GLOBAL DESTINATION FOR LEATHER AND LIFESTYLE PRODUCTS, CREATING NEW OPPORTUNITIES FOR BUSINESSES AND BUYERS ALIKE.

MR. MOHAMMED AZHAR,
PRESIDENT ILPA


Mr . Adhar Sahni

AILPA 2.0 IS NOT JUST AN EVOLUTION OF OUR INDUSTRY—IT IS A STRONG STEP TOWARDS SHAPING THE FUTURE OF SOURCING OF LEATHER BAGS FROM INDIA.

MR. ADHAR SAHNI,
CHAIRMAN, ILPA INTERNATIONAL TRADE FAIR


Mr. Vineet Poddar

WHAT WAS ENVISAGED AS A VISION HAS NOW TURNED INTO A REALITY... AILPA IS HERE TO STAY AND WE WISH TO RE-EMPHASIZE THAT #THINK LEATHER, THINK KOLKATA! WE HAVE EMBARKED UPON A GREAT JOURNEY AND GREAT JOURNEYS NEED GREAT PARTNERS!

MR. VINEET PODDAR



Mr Vikas Gupta & Mr. Dhruv Suraiya

COMMITTED TO EXPANDING ''AILPA'S GLOBAL REACH, ATTRACTING INTERNATIONAL BUYERS, AND SHOWCASING THE EXCELLENCE OF WEST BENGAL'S LEATHER INDUSTRY.'

MR. VIKAS GUPTA,
CO-CHAIRMAN, ILPA INTERNATIONAL TRADE FAIR

STYLE SPOTLIGHT

A New Season's Perspective

A refined selection of standout styles shaping the season's narrative. Thoughtfully chosen pieces that balance trend with timeless appeal.

Curated by : Dipika Chopra

CAPRESE

CAPRESE WORK EDIT POWER DRESSING, POLISHED

From boardroom mornings to creative afternoons, Caprese's work collection brings a sophisticated edge to everyday dressing. Structured handbags in rich burgundy, classic tan and timeless neutrals pair seamlessly with tailored separates, while sleek, functional designs keep pace with the modern professional. It's workwear dressing with a fashion-forward finish, confident, contemporary and effortlessly polished.





TISSOT INTRODUCES THE DESIR MOONPHASE, A CELEBRATION OF CELESTIAL ELEGANCE

THE NEW TIMEPIECE BRINGS THE POETIC RHYTHM OF THE MOON TO THE WRIST THROUGH AN INTRICATE MOONPHASE COMPLICATION

Swiss watchmaker Tissot introduces the Desir Moonphase, a timepiece that celebrates the enduring fascination with the moon through an elegant interpretation of one of watchmaking's most emblematic complications. Inspired by the natural rhythm of the lunar cycle, the Desir Moonphase features a moonphase display that captures the waxing and waning of the moon, transforming a centuries-old celestial reference into a captivating expression of mechanical watchmaking.







CHUPPS

SOFT GIRL ENERGY, SLIPPED ON.

Haven Sliders by Chupps bring an effortlessly feminine touch to everyday dressing. The clean white base keeps the look fresh, while subtle accents add just the right dose of personality. Finished with a cushioned sole, they're made for easy mornings, spontaneous plans and wherever the day takes you.Cute, comfortable and deceptively effortless, Haven is your go-to for that soft-girl aura, even on the most chaotic days. designed for everyday plans, spontaneous detours and everything in between.









MAJE

POLKA DOTS AND COLOUR MAJE PARIS TAKES ON THE TREND

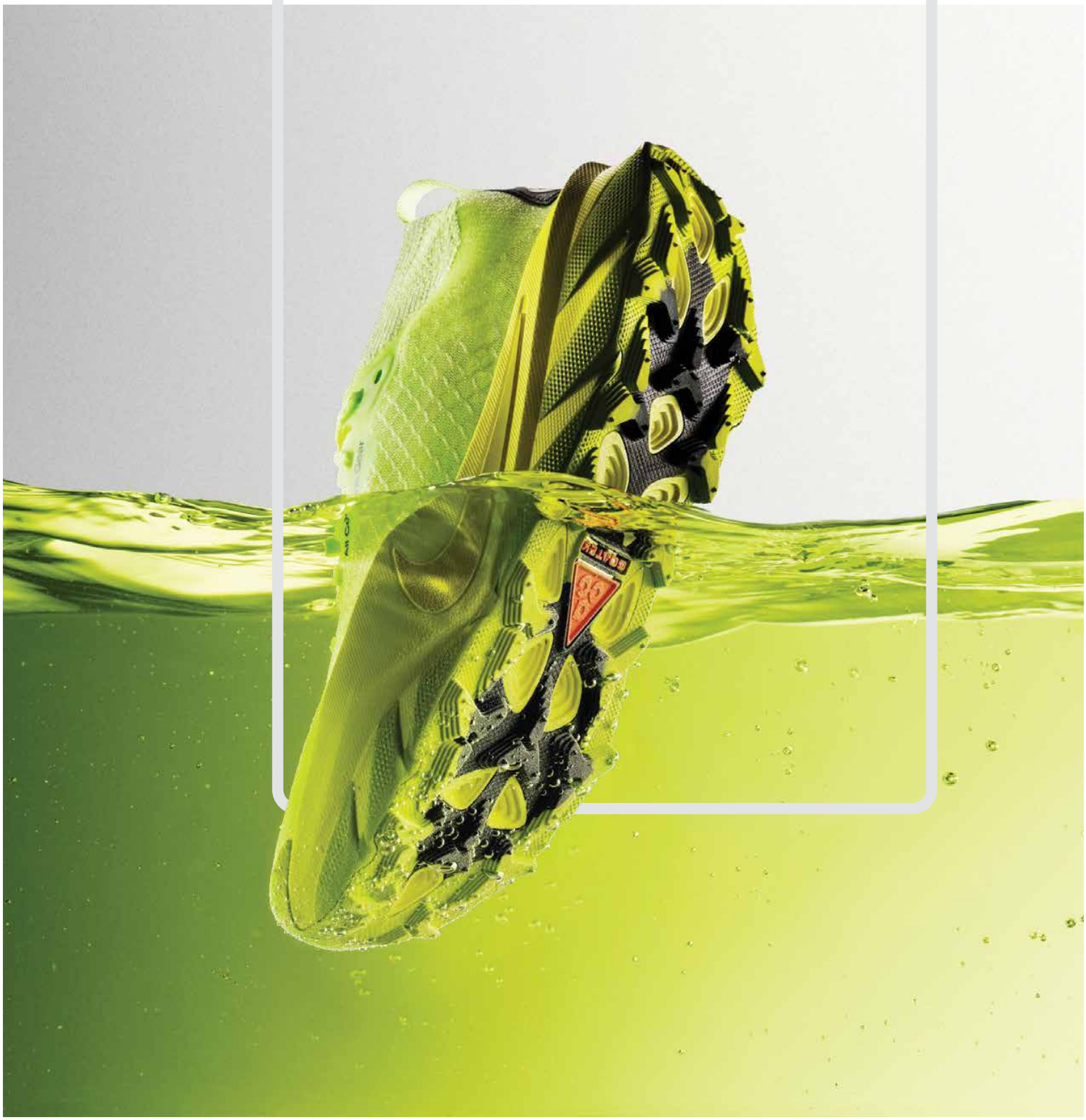
Maje Paris new collection puts a fresh focus on polka dots and colour, bringing the print into feminine, easy-to-wear silhouettes. Alongside the prints, the collection plays with accessories and unexpected styling details, giving everyday dressing a more distinctive Maje touch.


maje
maje

NIKE

NIKE ACG UNVEILS PICKLEJUS: A COMPLETE MOUNTAIN-RUNNING SYSTEM

Built to deliver uphill efficiency and downhill protection without compromise. Developed over three years with Chamonix trail athletes and the Nike Sport Research Lab, the shoe features the first co-molded, dual-density supercritical ZoomX foam platform, a trail-tuned Flyknit upper with hydrophobic yarns, and the proprietary GOATEK outsole, offering 45% greater wet traction and 25% more abrasion resistance than previous ACG systems. Validated across 18,000+ test miles







BUCKAROO

WALK EASY, LOOK SHARP

Buckaroo's footwear edit blends relaxed sophistication with all-day comfort. From easy-going slip-ons to contemporary woven silhouettes, these versatile styles bring a polished finish to laid-back dressing—made for slow mornings, easy travels and everything in between.

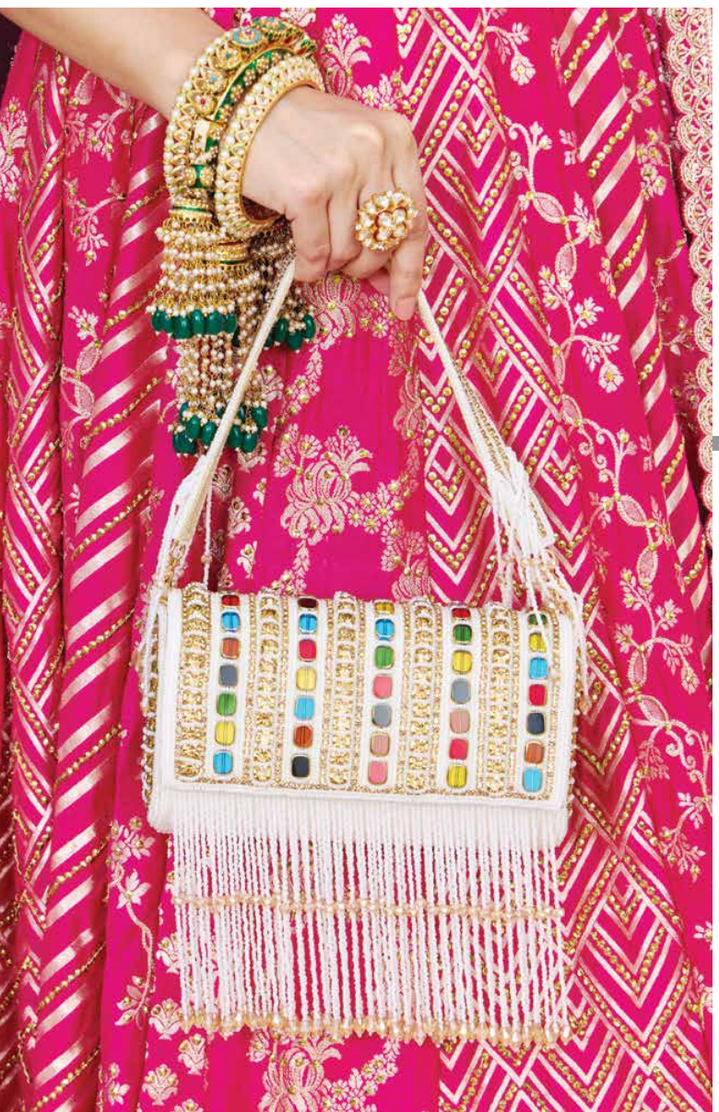












STELATOES

BRIDAL RADIANCE STATEMENT SHOES & ACCESSORIES BY STELATOES

From ornate gold platforms that bring a regal edge to bridal dressing to jewel-toned potlis and pearl-encrusted handbags that sparkle with every detail, Stelatoes turns the wedding wardrobe into a celebration of craft, colour and glamour. Designed to complement lavish lehengas and festive silhouettes, these accessories make every bridal step, and every detail beautifully unforgettable.







MIORAH'S
FESTIVE FOOTSTEPS

Step into the celebrations with Miorah , where texture, shine and contemporary silhouettes make every festive look unforgettable. From wedding soirées to festive nights, discover occasion-ready footwear crafted to complement every celebration.

Miorah's festive edit brings occasion dressing to life. Sculpted block heels, elegant mules and refined flats balance glamour with wearability, while silver, champagne gold and black-gold tones make every pair effortlessly wedding-ready. Whether it's a sangeet, cocktail evening or intimate festive gathering, these are shoes designed to step into the season with confidence and sparkle.













JORDAN

JORDAN BRAND UNVEILS THE AIR JORDAN 41

A lighter, more responsive silhouette shaped by insights from Michael Jordan, the brand's professional and collegiate roster, and Nike's Elite Youth Basketball League. The shoe debuts a new-to-Jordan nano print mesh upper for lightweight containment, a full-length Zoom Strobel, ZoomX midsole, and a new Air Zoom heel unit for enhanced impact protection.



NEW BALANCE

UNVEILS MADE IN USA FALL/WINTER 2026 COLLECTION

The lineup reimagines hallmark silhouettes, including the 990v4, 992, 993 and 1300, through curated color stories spanning earthy neutrals, rich burgundies, moody blues and soft lilacs, rendered in premium suedes, nubuck and leather.

ADIDAS

ADIDAS ORIGINALS AND WILLY CHAVARRIA INTRODUCE THE PINK MEGARIDE

Inspired by the joy of bubblegum, the monochromatic pink treatment pairs the silhouette's exaggerated cushioning with leather, oiled suede, mesh and translucent overlays, interrupted only by red Chavarria script on the tongues and a removable pink and red silicone charm. Retailing at $200





ADIDAS

ADIDAS ORIGINALS AND HELLSTAR GO GLOBAL WITH THE MEGARIDE S2

A white-to-black flame gradient wraps a custom RPU upper mold with exposed mesh, debossed detailing, chrome-finished tooling and a translucent outsole, evoking light fading into darkness, or darkness giving way to light. Retailing at $200





PUMA

PUMA LIGHTS UP FALL MARATHON SEASON WITH NEW 'SUNNY LIME' COLORWAY

Pairing a vivid neon green upper with a dark, speckled outsole, the color extends throughout the shoe and across PUMA's signature NITROFOAM™ Elite for an unmissable look. Available on the Fast-R NITRO™ Elite 3 and Deviate NITRO™ Elite 4, 'Sunny Lime' debuts on PUMA's PROJECT3 athletes at the Berlin and Chicago Marathons, chasing new personal bests.



PUMA X MADHAPPY

A WEST COAST STATE OF MIND

PUMA and Madhappy's third collaboration leans into California calm earthy neutrals evoking beaches, trails, and sunsets replace hype with ease. Yasmin Wijnaldum fronts the campaign, shot along the Pacific Coast Highway.





ADIDAS

ADIDAS ORIGINALS AND SIMONE ROCHA UNVEIL THEIR FALL/WINTER 2026 COLLECTION

Footwear takes centre stage with three reimagined icons: the SR Taekwondo Ballerina with ribbon lacing and pearl detailing, the SR Climacool reborn as a Mary Jane, and the SR Japan Fuzzy Slip On with a pony hair-effect upper. "It was never about changing what already exists, but about revealing another perspective," says Rocha.





MEDIFEET



BUSINESS MEET 2026

SHILPA SHETTY AND BOBBY DEOL ADD STAR POWER TO A NEW CHAPTER IN FOOTWEAR INNOVATION





Shefali Bagga


Dharmender Singh Narula with Bobby Deol

Mumbai came alive on August 31 as Medifeet hosted its Business Meet 2026, an evening that brought together entertainment, business, and footwear innovation. The event marked an exciting new chapter for the brand, with big names, big announcements, and a genuine sense of celebration filling the room.

A Star Studded Evening

The evening was led by Medifeet's new Global Brand Ambassadors, Shilpa Shetty and Bobby Deol, along with "Punjab Ki Shaan" Gurpreet Ghuggi, who is also a face of the brand. Shefali Bagga, Manjot Singh of Fukrey fame, and Omkar Kapoor from Pyaar Ka Punchnama 2 added to the star lineup. Popular entertainers Sunil Pal, Brijendra Kala, Ehsaan Qureshi, and Shivam Pathak also joined in, keeping the energy high throughout the evening. Balraj Syal hosted the show and kept guests entertained as he walked them through Medifeet's journey, its latest innovations, new collaborations, and fresh launches.

The show opened on a celebratory note as Shilpa Shetty, Bobby Deol, and Gurpreet Ghuggi arrived to set the tone for the day. Their presence brought star power, personality, and excitement to what was clearly an important milestone for the brand. This was followed by a ceremonial lamp lighting led by Gurpreet Ghuggi, Manjot Singh, Shefali Bagga, and Omkar Kapoor. As the lamp was lit, the room filled with a sense of new beginnings and optimism, with everyone present coming together to mark the occasion. What followed was an event full of conversation, entertainment, and memorable moments, bringing together the brand's partners, guests, and familiar faces from the industry.

Celebrating the Medifeet Journey

The Business Meet was also a moment to reflect on how far Medifeet has come. The brand was founded by Dharmender Singh Narula and grew from a family led footwear business into one known for combining comfort, support, design, and technology. Today, that vision is carried forward by Managing Directors Amit Narula and Aman Narula, who continue to guide the company's growth. The next generation, Shubhi Narula and Armaan Narula, are also playing an active role, bringing fresh ideas and new perspectives to the business. Alok Arora, Head of Distribution, leads the brand's offline marketing efforts and helps strengthen its presence across markets. Together, this leadership reflects Medifeet's shift from a traditional family run business into a modern, technology led footwear brand, all while staying true to its core values.



Gurpreet Ghuggi


Brijendra Kala

Medifeet and BASF: Putting Innovation at the Centre

One of the biggest highlights of the evening was Medifeet's new collaboration with BASF, making Medifeet the first Indian footwear brand to partner with the global materials company on advanced footwear technology. The partnership introduces German Energy Foam technology into Medifeet's footwear, with the Energy Foam footbed designed to offer better balance, a responsive bounce back feel, and comfort that lasts through the day. This collaboration brings together Medifeet's footwear expertise with BASF's advanced material science, marking an important step in the brand's goal of bringing global level innovation to Indian consumers.

Introducing – BEACHERS

The evening also marked the launch of Beachers, a fresh new addition to Medifeet's growing footwear portfolio. Designed around style, comfort, and everyday versatility, Beachers reflects Medifeet's effort to create footwear that fits naturally into modern, everyday life. The launch adds a new dimension to the brand's range and reinforces its focus on making comfort relevant to a wider set of customers.

Innovation Built for Everyday Comfort

At its core, Medifeet's product philosophy remains focused on supporting everyday movement. From arch support and foot balance to cushioning and advanced foam technology, the brand continues to bring together practical function with contemporary design. The BASF collaboration adds further strength to this approach, introducing advanced material innovation into Medifeet's footwear range. Rather than treating comfort as an extra feature, Medifeet continues to see it as an essential part of how footwear should be designed and experienced.

The Medifeet Business Meet 2026 was more than a celebration of what the brand has achieved so far. It offered a clear look at where it's headed next. With new brand ambassadors, a landmark partnership with BASF, the launch of Beachers, and a new generation now actively shaping the business, Medifeet is building on its legacy while moving confidently into a more contemporary, technology driven future. The evening brought together the people, partnerships, and ideas shaping that journey, reinforcing Medifeet's ambition to create footwear where comfort, innovation, and design move together.



Vishal Srivastav



Manjot Singh



Balraj Syal



Nikita Rawal and Sunil Pal getting a selfie clicked



Omkar Kapoor

State of Joy

From Sneaker Culture to Everyday Performance

State of Joy: Engineering the Next Step in Everyday Footwear

Premium sneaker label State of Joy enters its next phase with the launch of its Autumn Winter 2026 collection and Anatom, a new category built around natural foot movement, ergonomic design and all-day comfort. With a rapidly expanding retail footprint and an ambition to scale across categories and markets, the Bengaluru-based brand is positioning itself at the intersection of contemporary design, performance and everyday living.

State of Joy is stepping into its next chapter with the launch of its Autumn Winter 2026 collection, alongside Anatom, a new-generation footwear category designed around comfort, natural movement and everyday performance. The dual launch reflects the Bengaluru-based brand's larger vision: to create footwear that brings together contemporary aesthetics, thoughtful





engineering and uncompromising comfort.

Founded around a year ago by Pullela Gopalakrishna Bachi and Dasari Raju Ramesh, State of Joy has already established a sizeable retail footprint, with its products available across 800-plus multi-brand outlets nationwide. Offline retail currently contributes more than half of the company's business, while exclusive brand stores are expected to become an increasingly important part of its growth strategy, potentially contributing close to 30 percent of overall sales in the coming years.

The brand currently sources from three to four manufacturing units in Ambur, Tamil Nadu, supported by external design studios as well as an in-house design team. Operating across Spring/Summer and Autumn/Winter calendars, State of Joy has built a portfolio of close to 500 SKUs, with approximately 250–260 styles forming its current Spring/Summer assortment.

At the heart of the new launch is Anatom, conceived around a fundamentally different approach to footwear. Rather than relying solely on cushioning to deliver softness, the category focuses on the natural shape and movement of the foot. As Bachi explains, conventional footwear is often not designed around the foot's anatomy, while Anatom takes inspiration from the growing barefoot movement and incorporates a very low heel-to-toe drop to encourage a more natural stance and stride.

The wider State of Joy portfolio spans sneakers, everyday shoes, open footwear, sandals, slides and floaters, alongside more performance-oriented styles designed for grip, trekking, trails and outdoor use. Sneakers continue to remain a core category, anchoring the brand's position within India's increasingly competitive casual and lifestyle footwear market.

The business is also gaining momentum. State of Joy closed the previous year with net billings of approximately ₹17.5 crore, a figure that translates to roughly double that value at MRP. The company is targeting a significant increase in revenue this year, driven by deeper distribution, a stronger D2C business and potential brand collaborations.

Looking ahead, the founders are exploring opportunities beyond footwear, including apparel and adjacent lifestyle categories, while preparing to open their first exclusive brand outlet during the current fiscal year, primarily through the franchise model. Tier-2 and Tier-3 markets remain a key part of the expansion strategy, with the brand already enjoying a particularly strong presence across western and southern India.

For State of Joy, the next stage is about moving from early traction to meaningful scale. Having invested approximately ₹30–35 crore into the business so far, the founders are now looking at institutional capital to accelerate growth. The company is targeting a potential ₹100 crore fundraise in the next fiscal year or so, through a combination of equity and debt.

From sneakers to Anatom, State of Joy is betting on a broader idea of modern footwear — one where design, performance and comfort are not competing propositions, but part of the same everyday experience.



Zoom Shoes successfully hosted its 4th Annual Brand Summit, bringing together the brand's valued distributors and large key accounts for an evening of collaboration, celebration, and a glimpse into the season ahead.

The event, held in Amritsar on 8th August, witnessed an enthusiastic gathering of distributors and channel partners from across the region. The summit provided an opportunity for the Zoom Shoes family to come together, strengthen business relationships, and celebrate the continued growth and success of the brand.

A key highlight of the evening was the exclusive showcase of Zoom Shoes' new collection for the upcoming season. The latest range reflected the brand's continued focus on contemporary designs, quality craftsmanship, comfort, and evolving consumer preferences. Distributors and Key Accounts were given a first look at the collection and its key offerings for the season.

The evening concluded with a dinner and celebration, giving guests an opportunity to interact in a relaxed setting and further strengthen the relationships that form the foundation of Zoom Shoes' business.

The 4th Annual Brand Summit was a reflection of Zoom Shoes' commitment to its retail and distribution network and its vision of growing together with its partners. With a strong new collection and an ever-growing network of business associates, the brand looks forward to an exciting and successful season ahead.

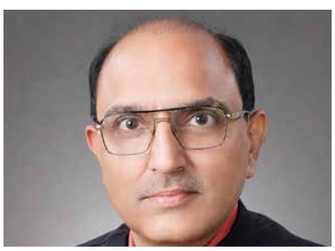
Zoom Shoes — Growing Together, Stepping Ahead.













ZOOM'S 4TH SUCCESSIVE BRAND SUMMIT TURNED AROUND TO BE A REMARKABLE EVENT, DULY ALIGNING WITH OUR FUTURISTIC THEME FOR THIS YEAR – VISION ELEVATED!
IN MANY WAYS, THIS EVENT AMPLIFIED OUR BRAND'S CORE PHILOSOPHY OF ONE BRAND ONE MISSION ONE VISION WHILST SEAMLESSLY NURTURING AN ECOSYSTEM THAT AIMS AT COLLECTIVE GROWTH CENTRIC AROUND OUR CHANNEL PARTNERS AND CUSTOMERS ALIKE!

VIKAS BAGGA
BUSINESS STRATEGY CONSULTANT & BRAND MENTOR

"OUR RETAILERS AND DISTRIBUTORS ARE AN INTEGRAL PART OF THE ZOOM SHOES JOURNEY. THE SUMMIT IS A CELEBRATION OF OUR SHARED GROWTH AND PARTNERSHIPS, AND WE LOOK FORWARD TO BUILDING AN EVEN STRONGER FUTURE TOGETHER."

AKSHAY SONI
SENIOR DIRECTOR, ZOOM SHOES

"THE ANNUAL BRAND SUMMIT IS A WONDERFUL OPPORTUNITY TO BRING OUR RETAIL PARTNERS TOGETHER AND SHOWCASE OUR VISION FOR THE SEASON AHEAD. THIS YEAR'S COLLECTION REFLECTS OUR FOCUS ON QUALITY, COMFORT AND CONTEMPORARY DESIGN, AND WE ARE EXCITED ABOUT THE JOURNEY AHEAD."

ASHUTOSH SONI
MANAGING DIRECTOR, ZOOM SHOES

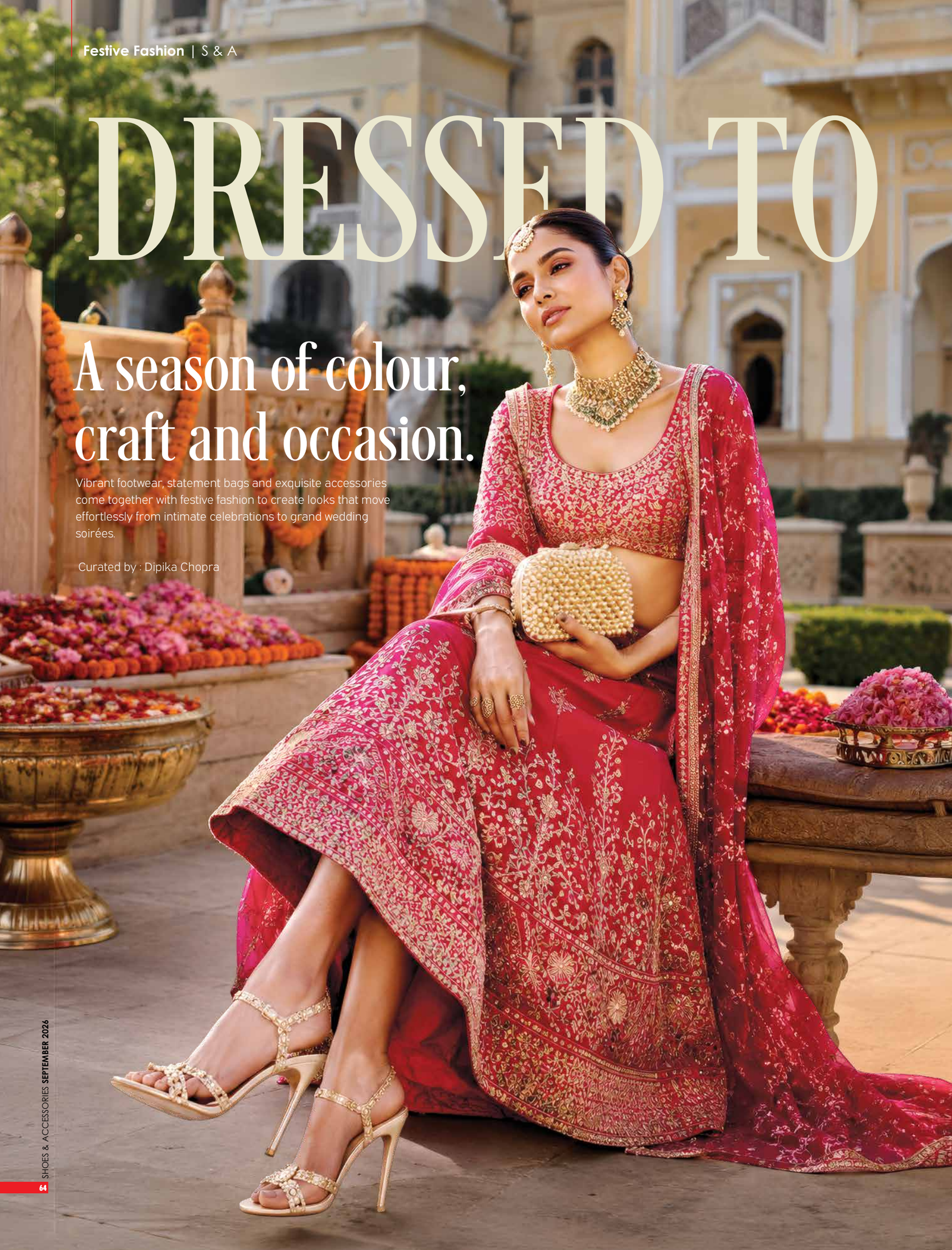


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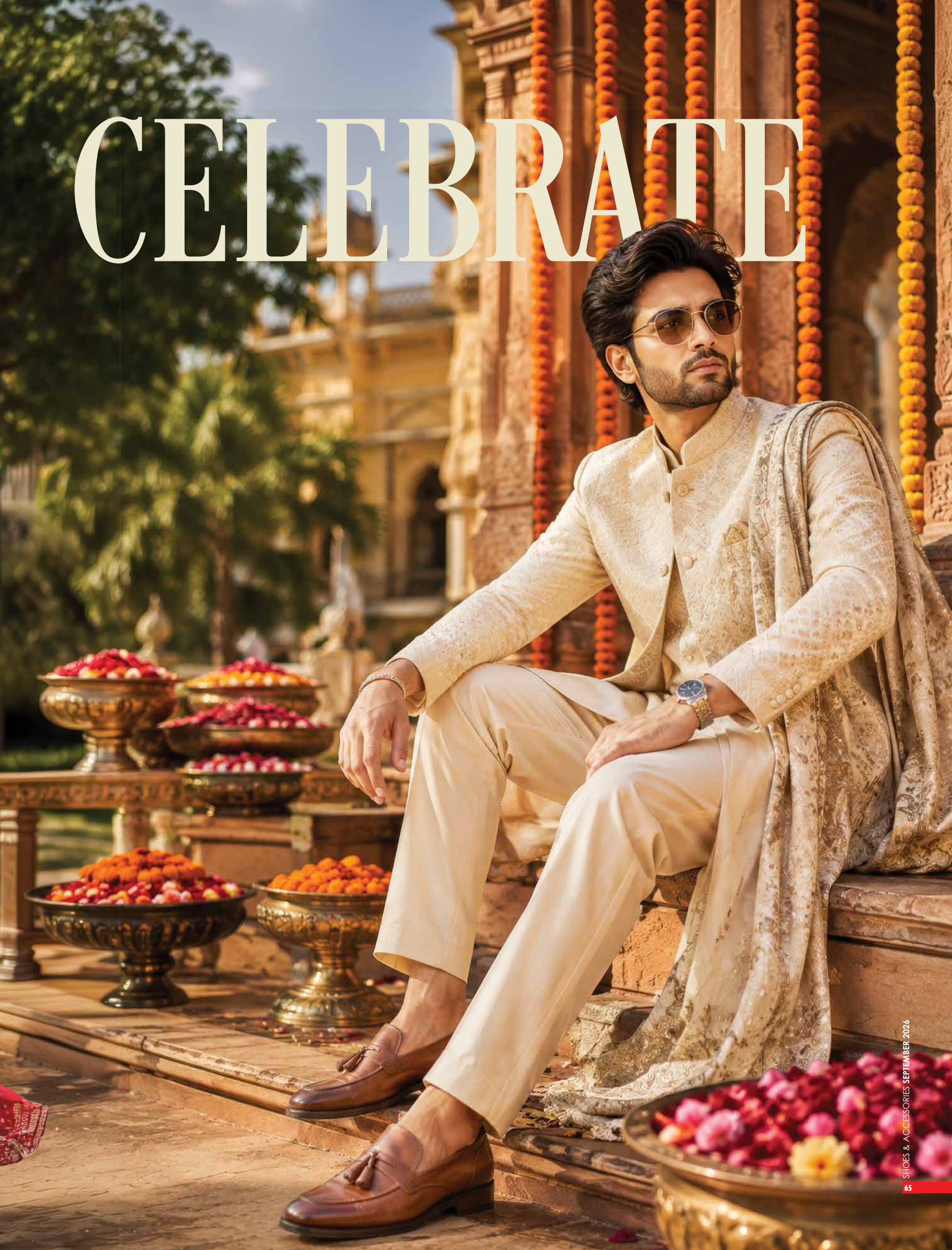
A season of colour, craft and occasion.

Vibrant footwear, statement bags and exquisite accessories come together with festive fashion to create looks that move effortlessly from intimate celebrations to grand wedding soirées.

Curated by : Dipika Chopra



CELEBRATE













The WEDDING WALK

How India's Big-Fat Wedding Economy Is Rewriting the Footwear Opportunity

By : Dipika Chopra



for post-wedding celebrations.

The groom's wardrobe is also expanding, but the traditional purchase pattern remains more concentrated: one mojari or jutti for the wedding, a formal shoe or loafer for the reception and perhaps a second ethnic pair for another function.

That creates a structural advantage for women.

Industry research has repeatedly highlighted that women purchase more pairs because they shop across more styles and occasions. Women's footwear also requires a broader assortment, from heels and flats to ethnic footwear and occasion-specific designs.

The wedding wardrobe magnifies that behaviour.

This is where the gender gap in footwear becomes particularly interesting: men still represent the larger overall footwear market in several industry estimates, but women are buying across more occasions and categories and wedding consumption gives that behaviour an additional push.

THE BRIDE IS NO LONGER BUYING JUST ONE PAIR

The bridal customer has become more experimental.

Traditional juttis and mojaris remain important, particularly for mehendi, haldi and pre-wedding functions.
But the premium bridal customer is increasingly looking for footwear that photographs well, complements specific outfits and can be worn again after the wedding.

Embellishment, metallics, pearls, embroidery, colour coordination, personalised initials and customisation are becoming important selling propositions.

Online assortment demonstrates just how deep the category has become. Myntra currently lists more than 9,000 products under women's wedding/ bridal footwear, with flats and heels forming the bulk of the assortment.

That is not necessarily a measure of market size, but it is a useful indicator of how fragmented and diverse the consumer proposition has become.

AND THEN THERE IS THE GROOM

For years, the groom's footwear conversation was relatively predictable: mojari, jutti, formal shoe.

That is changing.

The contemporary groom is mixing tradition with fashion. Velvet loafers, embroidered slip-ons, textured shoes, premium leather formals and even sneakers are entering wedding wardrobes.

The groom also has more occasions to dress for. Engagements, cocktail evenings, sangeet, wedding ceremonies and receptions each create a different styling requirement.

Online retail currently shows thousands of men's wedding-footwear listings, spanning mojaris, ethnic slip-ons, loafers, formals and other occasion styles.

The opportunity, therefore, is not simply bridal footwear versus groom footwear.

It is occasion footwear for the entire wedding party.

THE REAL GAP: WEDDING FOOTWEAR IS STILL NOT A DESTINATION CATEGORY

This is perhaps the biggest opportunity for retailers.

Walk into a jewellery store and the customer immediately knows she is shopping for a wedding.

Walk into a bridalwear store and the occasion is obvious.

But footwear retail is still largely organised around generic categories—women, men, formal, casual, ethnic, sports.

Wedding footwear is often buried inside those categories.

That creates a merchandising opportunity.

Imagine a dedicated Wedding Edit rather than simply a women's ethnic section:

BRIDE

Heels | Flats | Juttis | Embellished | Custom

GROOM

Mojaris | Juttis | Loafers | Formals | Contemporary







FAMILY & GUESTS
Party | Ethnic | Comfort | Statement

The customer should not have to explain that she needs shoes for a wedding. The store should already know.

WHAT RETAILERS ARE SEEING

The importance of weddings to footwear retail is not theoretical.

Metro Brands has repeatedly identified wedding and festive demand as an important driver of business. In Q3 FY26, the company reported 15.4% revenue growth to ₹811.27 crore, attributing the performance to strong festive and wedding demand, alongside the impact of lower GST on footwear below ₹2,500.

In Q4 FY26, Metro reported another 20.3% increase in revenue to ₹772.98 crore, with festive and wedding shopping again supporting demand. Its e-commerce and omnichannel sales rose 53% year-on-year during the quarter.

The flip side is equally revealing.

In 2024, Metro Brands reported weaker-than-expected quarterly performance after a muted wedding season, with management pointing to fewer wedding dates as one factor affecting demand.

For retailers, the message is clear:

Wedding calendars can move footwear sales.

WHAT SELLS?

Recent channel checks provide an interesting snapshot.

A 2025 footwear retail channel check found that women's fancy-wear and partywear footwear were among the stronger categories, while men's mojaris and formal footwear were key wedding-season sellers.

This suggests that the opportunity is not confined to traditional bridal footwear.

The wedding customer is buying across three broad needs:

1. TRADITION
Juttis, mojaris, embroidered footwear and ethnic silhouettes.

2. GLAMOUR
Heels, embellished sandals, metallics, crystals and statement footwear.

3. COMFORT
Flats, soft footwear, cushioned sandals and shoes that can survive hours of ceremonies.

And increasingly there is a fourth:

4. RE-WEARABILITY
Consumers are asking a very practical question: Can I wear this again?

That is pushing brands towards footwear that looks wedding-worthy without becoming a one-night purchase.

THE PRICE LADDER IS WIDENING

Wedding footwear is no longer a ₹1,000–₹2,000 conversation.

There is a strong mass and mid-market opportunity, but premiumisation is visible too.

Industry research indicates that India's footwear market is moving gradually away from the mass segment towards economy, mid and premium categories.

For wedding footwear, this creates several clear price bands:

₹799–₹1,499 — volume, gifting and guest purchases

₹1,500–₹2,999 — mainstream occasion footwear

₹3,000–₹7,500 — premium bridal/groom purchase

₹7,500+ — designer, handcrafted, customised and luxury occasion footwear

The sweet spot will vary by city and customer, but the opportunity is to offer choice rather than one average price point.

TIER 2 AND TIER 3: THE NEXT WEDDING FOOTWEAR ENGINE

One of the most interesting developments for footwear retailers is the changing role of smaller cities.

India's wedding economy is geographically dispersed. CAIT's 2025 estimate included 46 lakh weddings nationally, with Delhi alone accounting for 4.8 lakh weddings and an estimated ₹1.8 lakh crore in business.

At the same time, footwear retailers are seeing growing aspiration beyond the metros.

Metro Brands has previously highlighted Tier 2 and Tier 3 cities as significant opportunities, noting that consumers in these markets are willing to buy premium products when they perceive value.

For wedding footwear, this could be particularly powerful.

A customer in Jaipur, Lucknow, Surat, Ludhiana, Indore, Chandigarh or Kochi may have a very different wedding aesthetic—but the desire for better footwear, branded products and occasion-specific styles is increasingly similar.

THE RETAILER'S QUESTION: HOW MUCH SPACE SHOULD WEDDING GET?

This is where the category needs a rethink.

Retailers traditionally merchandise wedding footwear around the festive calendar. But wedding consumption is not restricted to one season.

India's wedding calendar creates multiple demand windows, while destination weddings, engagement parties and pre-wedding celebrations have further expanded the occasions.

Retailers should therefore consider treating wedding footwear as a permanent occasion category, with seasonal refreshes.

The store could create:

The Bridal Wall

The Groom Edit

The Wedding Guest Edit

The Family Edit

The Comfort After Party Edit

The objective is simple: increase conversion by helping the customer shop an occasion rather than a product.

THE ONLINE OPPORTUNITY

Digital retail has already changed how consumers discover wedding footwear.

The broader Indian footwear market is seeing increasing e-commerce penetration, with industry estimates suggesting online footwear retail could reach roughly 23% of the market by FY27.

Wedding footwear is particularly suited to digital discovery because the consumer often searches by occasion:

bridal heels

bridal jutti

groom mojari

wedding guest shoes

comfortable wedding heels

designer juttis

The opportunity for brands is therefore not merely to sell footwear online, but to own the wedding search journey.

THE BIGGER OPPORTUNITY

India's wedding market is measured in lakh crores. Footwear is only a small component of that enormous expenditure pool, and CAIT's wedding-spending breakdown does not separately identify footwear.

That absence is itself revealing.

Footwear sits between apparel, accessories and personal styling, making it difficult to measure as a standalone wedding category.

But the consumer does not see those silos.

She sees the lehenga—and the shoes.

He sees the sherwani—and the mojari.

The bridesmaids see the outfits—and the heels.

The family sees the ceremony—and the comfort required to survive it.

That is why the next phase of wedding footwear will not be about simply making prettier shoes.

It will be about understanding the wedding journey.

THE WEDDING FOOTWEAR SCORECARD

For retailers and brands, five questions will determine who captures the opportunity:

1. Can you offer footwear for every wedding function—not just the wedding day?

2. Can you give women enough variety without overwhelming them?

3. Can you make men's wedding footwear more fashion-led?

4. Can you offer premiumisation without losing the ₹1,000–₹3,000 customer?

5. Can you turn wedding footwear into a destination category rather than a sub-category?

India's wedding industry is getting bigger, more elaborate and more fashion-conscious. The footwear industry has every reason to walk confidently into the celebration.

Because the next big wedding accessory may not be sitting in the jewellery box.

It may be under the bride's feet.



Wedding Trends

INDIA 2026

Tradition reimagined, style forever

From timeless craftsmanship to contemporary silhouettes, this wedding season is a celebration of India's rich heritage and evolving style sensibilities. Footwear and accessories take centre stage, blending artisanal detailing, modern design and festive glamour — for weddings that are uniquely yours.

THE FESTIVE HEEL

Sculptural heels with intricate embellishments add a striking touch to bridal and festive ensembles.



THE STATEMENT CLUTCH

From ornate minaudière bags to handcrafted potlis, structured clutches bring a touch of luxury to every celebration.





THE MODERN LOAFER

A contemporary take on tradition, embellished loafers bring effortless sophistication to the modern groom's wardrobe.



THE HERITAGE JUTTI

Intricate hand embroidery and vibrant motifs keep the classic jutti a forever favourite.



THE CONTEMPORARY SNEAKER

For the modern bride and groom, sneakers in luxe fabrics and festive details blend comfort with celebration.

THE REGAL BAG

Potlis reimagined with detailing, from beadwork to metallic accents, are the perfect companion for wedding festivities.



THE LAYERED JEWEL

Belts, shoe charms and jewelled details add a personalised, contemporary twist to wedding dressing.



THE ELEVATED SLIDER

Chic sliders in rich textures and embellishments are perfect for pre-wedding celebrations and relaxed festivities.





THE BOLD SANDAL

Architectural shapes, metallic finishes and artistic accents make sandals a standout choice this season.



THE GROOM'S ESSENTIAL

From polished lace-ups to artisanal monk straps, refined footwear completes the festive look with understated elegance.



Amit Chopra, Managing Director of Shoes & Accessories, addressing the gathering. Seated (L-R): Hitesh Kakkar, Vice President, Bata India; Inder Chhabra, Managing Director, Alpine Polyrub; Vikash Bajargyan, Country General Manager, Ortholite; and Ashish Nigam, Head of Manufacturing, Relaxo Footwear.

TECHNOLOGY, LOCALIZATION TAKE CENTRE STAGE AT CII MANUFACTURING CONCLAVE

A dedicated session on the footwear sector, held as part of the 3rd CII Manufacturing Conclave at Desire Hall, Le Méridien, New Delhi, brought together government officials, industry leaders and manufacturers for an afternoon-long dialogue on what it will take to make India's footwear industry more competitive, resilient, and capable of expanding its footprint in global markets.

The session opened with remarks from V. Noushad, Chairman of the CII Task Force on Footwear and Managing Director of Walkaroo International, who underlined the need to strengthen India's manufacturing capabilities while expanding the sector's presence in international markets. He identified policy support, investment, technology adoption and quality improvement as key priorities particularly for the MSMEs that form the backbone of the industry and called for a unified, ten-year, data-driven National Footwear Vision to give the sector a clear long-term roadmap and help establish India as a trusted global manufacturing hub.

Vivek Sharma, IRS, Managing Director of the Footwear Design & Development Institute (FDDI) under the Ministry of Commerce and Industry, said technology and innovation would play a decisive role in taking the industry to its next stage of growth. He pointed to India's continued dependence on imported machinery and raw materials, and called for stronger domestic capabilities greater localization, he noted, would not only improve resilience but also create a firmer foundation for long-term industrial growth. Given the sector's large MSME base, he stressed the need to ensure smaller businesses are equipped to participate in this transformation.

Sanjay Gupta, President of IFCOMA, called for a coordinated industry-wide audit as the starting point for any credible policy push. He urged CII, CIFI, IFCOMA, ISF and CLE to jointly compile a comprehensive list of footwear components, accessories and raw materials currently being produced in India, mapped against present demand to establish exactly where the country stands whether production meets 100%, 50%, 30% or none of requirement across each category. Alongside this, he called for an assessment of existing factory capacity and capability to gauge readiness to meet future demand and introduce newer products, and stressed the need to focus specifically on the key inputs required to manufacture raw materials for components with a separate, dedicated policy for footwear machinery. On finished leather and PU leather, he suggested drawing on the expertise of the Tannery Association of Chennai. Gupta proposed that these findings be consolidated into a draft submission to DPIIT to inform a National Footwear Policy for leather and footwear, aimed at the industry's stated targets of USD 50 billion by 2030 and USD 90 billion by 2040. IFCOMA, he confirmed, is ready to support the proposed survey — and urged that the entire exercise be run as a time-bound programme.

Building Trust, Not Just Capacity

The conclave's second session, on strengthening the domestic footwear value chain, was moderated by Amit Chopra, Managing Director of Shoes & Accessories, who opened with a framing that set the tone for the discussion that followed.

Chopra laid out the scale of the opportunity ahead: India's ambition of a $2 trillion economy by 2030, with manufacturing targeted at 25% of GDP by 2035. Against a current footwear market of $19 billion, he mapped a growth trajectory pointing toward a $30 billion opportunity by 2030 and posed the question that framed the rest of the session: can the industry convert that scale into global orders? Government, he noted, is already doing its part through PLI, BIS, and now FTAs. His own conviction was equally direct that raw material capacity needs to be built at home.

The panel that followed comprising Inder Chhabra, Managing Director of Alpine Polyrub; Vikash Bajargyan, Country General Manager of Ortholite Comfort Foam Insoles; Hitesh Kakkar, Vice President and Head of Quality and Materials at Bata India; and Ashish Nigam, Head of Manufacturing at Relaxo Footwear examined the structural challenges facing India's footwear value chain, from import dependence on raw materials and components to technology gaps



THE WORLD DOESN'T NEED ANOTHER FACTORY. IT NEEDS A PARTNER IT CAN TRUST. CHINA PROVED IT CAN BE DONE. INDIA NEEDS TO PROVE IT CAN BE TRUSTED.

AMIT CHOPRA
MANAGING DIRECTOR, SHOES & ACCESSORIES

and fragmented supply chains, alongside the policy and industry interventions needed to address them, including the proposed FLOAT Scheme.

The discussion covered domestic production of footwear machinery and raw materials, policies that address the value chain as a whole, and manufacturing systems that respond more closely to market requirements. Quality emerged as a recurring theme, with speakers emphasizing the need to build quality into the manufacturing process from the outset, rather than relying primarily on inspection at the final stage. The panel also touched on the growing importance of non-leather footwear as sustainability becomes a more significant consideration for both consumers and businesses, with industry clusters and greater collaboration among stakeholders highlighted as ways to improve efficiency, encourage knowledge-sharing, and strengthen manufacturing capabilities.

Looking Outward

The conclave's closing session turned to global market access, moderated by Nakul Manchanda, Managing Head of Lamos Group of Companies. Panellists V. Noushad; C. Govindaraju, Vice President and Head-Central Costing & Commercial at BATA India; Anil Sahoo, former Director of Mochiko Shoes; and Kartik Khatri, Founder of Drifbolt, discussed export competitiveness, the branding of Indian footwear in international markets, leveraging Free Trade Agreements, and meeting evolving ESG and sustainability requirements alongside the role of emerging technologies such as 3D printing and digital manufacturing in the sector's next phase.

The session brought together a wide range of industry and institutional voices, including Kumar Nitesh, CEO of Footwear, Fashion & Lifestyle Business at Reliance Retail; Sanjay Gupta, President of IFCOMA; and Dr Thanikaivelan Palanisamy, Director of CSIR–Central Leather Research Institute, along with other sector representatives, in a discussion that spanned the Government's inaugural address by Sabiha Rizvi, Director of the Leather and Footwear Division at DPIIT.

Taken together, the day's discussions pointed to the need for a coordinated approach to the industry's development one that brings together technology, domestic sourcing, quality, MSME capabilities, policy support and market-driven manufacturing under a single, shared direction.

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The discussion covered domestic production of footwear machinery and raw materials, policies that address the value chain as a whole, and manufacturing systems that respond more closely to market requirements. Quality emerged as a recurring theme, with speakers emphasizing the need to build quality into the manufacturing process from the outset, rather than relying primarily on inspection at the final stage. The panel also touched on the growing importance of non-leather footwear as sustainability becomes a more significant consideration for both consumers and businesses, with industry clusters and greater collaboration among stakeholders highlighted as ways to improve efficiency, encourage knowledge-sharing, and strengthen manufacturing capabilities.

Looking Outward

The conclave's closing session turned to global market access, moderated by Nakul Manchanda, Managing Head of Lamos Group of Companies. Panellists V. Noushad; C. Govindaraju, Vice President and Head-Central Costing & Commercial at BATA India; Anil Sahoo, former Director of Mochiko Shoes; and Kartik Khatri, Founder of Drifbolt, discussed export competitiveness, the branding of Indian footwear in international markets, leveraging Free Trade Agreements, and meeting evolving ESG and sustainability requirements alongside the role of emerging technologies such as 3D printing and digital manufacturing in the sector's next phase.

The session brought together a wide range of industry and institutional voices, including Kumar Nitesh, CEO of Footwear, Fashion & Lifestyle Business at Reliance Retail; Sanjay Gupta, President of IFCOMA; and Dr Thanikaivelan Palanisamy, Director of CSIR–Central Leather Research Institute, along with other sector representatives, in a discussion that spanned the Government's inaugural address by Sabiha Rizvi, Director of the Leather and Footwear Division at DPIIT.

Taken together, the day's discussions pointed to the need for a coordinated approach to the industry's development one that brings together technology, domestic sourcing, quality, MSME capabilities, policy support and market-driven manufacturing under a single, shared direction.



(L-R) Amit Chopra, Shoes & Accessories, Hitesh Kakkar, Bata India; Inder Chhabra, Alpine Polyrub; Vikash Bajargyan, Ortholite and Ashish Nigam, Relaxo Footwear

IT'S NOT THE BIG THAT EAT THE SMALL IT'S THE FAST THAT EAT THE SLOW.

AMIT CHOPRA
CLOSING REMARK

As India seeks to expand its footwear footprint both domestically and internationally, progress across these areas raw material capacity, quality-first manufacturing, and a trusted global reputation will determine whether the sector's scale can finally convert into the global orders the industry has long sought.

AAKASH & CO.'S AW 2026 ROADSHOW

33YEARS. 17 BRANDS. 1 UNSHAKEABLE ORDER BOOK

By Aryan Chopra



(L-R) Ishaan Gupta, Vikas Bagga, Bhai Ajinder Singh and Bhai Meer Singh





(L-R) Anuj Jaiswal, Akul Soni and Vikas Bagga



(L-R) Honey Arora, Rakesh Banga and Ajit Khurana


(L-R) Ansh Chawla, Ishaan Gupta and Ashish Gupta

Delhi's footwear trade got its calendar reminder loud and clear on 24th August, when Aakash & Co. threw open the doors of Hotel Hyatt for its Autumn/Winter Range Presentation cum Channel Partners Meet, and NCR's retail ecosystem showed up in force. Seventeen brands, one roof, and a room full of buyers doing what they do best: negotiating margins while pretending not to be impressed. They were impressed.

Three Decades In, and Still the Room to Be In

There's a particular kind of confidence that comes from doing something right for 33 years straight and Aakash & Co. wore it well. This wasn't a debutante's nervous product launch, it was a legacy brand distributor flexing institutional memory while still finding ways to feel fresh. Given the turnout, the partners seem to have taken the memo seriously too.

" For 33 years, our journey has been built on one simple belief serve our partners with sincerity, stand by them through every season, and grow together. As we present our Autumn/ Winter Collection, our commitment remains stronger than ever to strengthen every partnership, deliver excellence, and make this year truly grand and successful for all of us." Founder & Director Ashish Gupta set the tone early, framing the milestone not as a victory lap but as a renewed vow.

" As I begin my journey in a business built over 33 remarkable years, I step in with immense respect for what has been created and great excitement for what lies ahead. My vision is to bring fresh energy, new ideas and stronger ways of working while keeping our relationships and service at the heart of everything we do." Joint Director & COO Ishaan Gupta

" FOR 33 YEARS, OUR JOURNEY HAS BEEN BUILT ON ONE SIMPLE BELIEF SERVE OUR PARTNERS WITH SINCERITY, STAND BY THEM THROUGH EVERY SEASON, AND GROW TOGETHER. AS WE PRESENT OUR AUTUMN/WINTER COLLECTION, OUR COMMITMENT REMAINS STRONGER THAN EVER TO STRENGTHEN EVERY PARTNERSHIP, DELIVER EXCELLENCE, AND MAKE THIS YEAR TRULY GRAND AND SUCCESSFUL FOR ALL OF US."

ASHISH GUPTA



(L-R) Satish Kumar, Rajesh Sharma, Nikhil Goyal and Sunil Gupta


(L-R) Vikas Bagga, Dipika Chopra, Aryan Chopra and Sujeet Kumar Singh

The generational handover was on full display, with Joint Director & COO Ishaan Gupta stepping into the narrative with the kind of energy that suggests the next 33 years won't be a quiet continuation. This Autumn/ Winter marks not just another season, but the beginning of an exciting new chapter.," he noted, a line that reads less like a mission statement and more like a promise the trade will be watching closely.

The Lineup: A Who's-Who Wall of Brands

Labella, Insoft, Pierre Cardin, Hooves, Zoom, Toucan Toes, Lee Cooper, Chupps, Vyb, Lotto, Guy Scaler, Welcome Shoes, Neoz, G&D, Onsole, Lexa, Rannr and Michel Angelo.

If variety is the spice of a good roadshow, this one was a full masala box. The 17-brand showcase pulled together names spanning performance, lifestyle, comfort, and international pedigree. That's not a booth list, that's a category cross-section. International heritage labels rubbed shoulders with comfort-tech disruptors, sportswear stalwarts sat a few tables from emerging lifestyle names. For retailers walking the floor, it was less "pick a brand" and more "build a portfolio," which, one suspects, was exactly the point.

"SIZABLE PRE-BOOKINGS SECURED BY EACH PARTICIPANT BRAND MADE THIS EVENT SUPER CAPTIVE."

VIKAS BAGGA

Where Business Actually Got Done

Strip away the hospitality and the handshakes, and this was, at its core, a working floor. Key retail chains and independent MBOs from across the NCR turned out not to browse but to buy, and the sourcing conversations translated into real commitments. As Business Strategy Consultant and Mentor Vikas Bagga put it, the event's real headline was in the numbers behind the scenes: "Sizable pre-bookings secured by each participant brand made this event super captive." Bagga's read on the show's format was equally telling, a "large array of prime brands, each leader in their own segment," paired with a retailer turnout heavy on top chains and MBOs, created what he called conversations "centric around many a growth stories that would be actualized through the upcoming festive, peak







(L-R) Gaurav Chopra with Prince



Anuj Chawla





(L-R) Deepanshu Arora, Rabi Singh and Pali Singh

season." Translation for the trade: the AW bookings made this week are the ones that'll show up on shop floors by Diwali.

"This year's edition of AW Range Presentation cum Channel partners Meet was unique in many ways and so was the participation. A large array of prime brands, each leader in their own segment, category, huge count of top key retail chains and independent MBO's, larger than life display. The platform, thereby was apt for conversations centric around many a growth stories that would be actualized through the upcoming festive, peak season." Vikas Bagga, Business Strategy Consultant and Mentor

Why This Matters for the Season Ahead

With festive and peak season retail bearing down fast, timing was everything, and Aakash & Co. clearly know their calendar. A pre-booked AW range means retailers walk into the season with inventory certainty, and brands walk out with demand visibility. In a market where sell-through windows are shrinking and consumer footfall is increasingly unforgiving of stockouts, that kind of early alignment isn't a nice-to-have, it's the difference between a good season and a scrambled one. Thirty-three years is a long time to stay relevant in a trade that reinvents its bestsellers every eighteen months. Aakash & Co.'s roadshow didn't just celebrate the milestone, it used it as leverage, turning legacy trust into fresh-season commitments across 17 brands and a room full of NCR's serious buyers. If the pre-booking numbers are anything to go by, this year's "grand and successful" ambition, as Ashish Gupta put it, is already off to a running start.

FREE TRADE AGREEMENT & SUSTAINABILITY GOAL

The Indian Footwear, Leather and Leather Accessories industry can be the world leaders there is work to do

By Paul Bridge, Director Global Footwear, Leather and Accessories

India stands at the threshold of a generational shift from volume supplier to global leader in footwear, leather and accessories. The India-EU FREE TRADE AGREEMENT (FTA) opens the door, but only compliance, traceability and genuine sustainability will keep it open. The industry that moves first, and moves proactively, will own the market that follows.

The Indian Footwear, Leather and Leather Accessories business is on the brink of a huge increase in European footwear exports moving beyond low-end commodity product into luxury and premium categories. India has the raw material. India has the skilled workforce. India has the manufacturing depth. What India needs now is a unified, proactive commitment to the regulatory framework that will decide who wins this opportunity and who watches it pass by

Ask yourselves one question: How does the Indian footwear, leather and components industry meet global sustainability goals, build the reputation that "India means quality," reduce claims, and earn lasting confidence from international buyers? There is always room for improvement but improvement driven from within, not imposed from outside, is what separates market leaders from market followers.

The FTA will bring intense buyer interest. If India's footwear and leather associations actively guide their members toward sustainable, locally sourced, high-quality production, the business will follow. Failure to act early will not remove the requirement it will only raise the cost of meeting it later, in administration, time, people and money. This is a complex, time-consuming process, and the industry is already behind the curve.

Cost is, understandably, the first concern raised in every conversation. Yes, there is an investment. But there are also real medium- and long-term returns. An industry recognised as proactive, with clear sustainability goals and full transparency across every component, builds credibility and trust that solves problems



for brands and retailers not just for manufacturers. Handled well, sustainability compliance becomes cost-neutral after the initial investment, not a permanent overhead.

Supply Chain Mapping and Traceability

Compliance begins with knowing exactly where everything comes from. Every material and component in the supply chain must be identified and mapped from raw hide and synthetic inputs through to trims, adhesives and packaging.

Traceability must run across the full product lifecycle. Products, their components and the materials within them must be traceable to origin. Recycled content and end-of-life recyclability are not optional extras they are mandated requirements. Chemical audits,



Paul Bridge, Global Head – Footwear, Bureau Veritas

The Roadmap: From Reactive to Proactive

Knowing what is required is only half the battle. What Indian footwear associations need now is a sequenced plan of when and how — one that turns eight pages of EU regulation into a manageable, 18-month programme of work.

Phase 1 — Diagnostic & Governance (Months 1–3)

Task force: manufacturers, suppliers, testing labs, exporters — ownership assigned per pillar (ESPR, traceability, DPP, chemicals), aligned to EU timelines (2026–2030)

Supply chain audit: data gaps, existing certifications (Higg FEM, BEPI, ICS), DPP readiness gap report with cost-to-compliance estimates

Testing partners: accredited labs for durability (ISO 20344), chemicals, recycled content — negotiated at bulk rates

Phase 2 — Standards & Systems (Months 3–9)

"Indian Footwear Excellence Mark": durability benchmarks, repairability guidelines, chemical thresholds tighter than EU minimums, graduated recycled-content targets

Shared digital infrastructure: DPP platform evaluation, common data templates, central registry for QR/RFID codes and compliance documentation — built interoperable with EU surveillance systems

Supply chain mapping: full transparency (Tier-1), verified declarations (Tier-2+), material origin documentation, supplier scorecards

Phase 3 — Capacity Building & Compliance (Months 6–18)

Training: eco-design/ESPR/DPP for manufacturers; traceability/ sourcing for suppliers; regulatory landscape/risk for exporters

QA protocols: mandatory pre-export durability testing, annual chemical audits, third-party verification for luxury lines — target 50% reduction in claims within 18 months

Compliance helpdesk: regulatory guidance, DPP technical support, dispute resolution, anonymised peer benchmarking





8 ECO-DESIGN PILLARS

Building Sustainable Products for a Greener Future

1. DURABILITY

Establish durability testing standards; mandate testing before export.

Timeline
Months 3–6

2. RELIABILITY

Implement quality control checkpoints; reduce defect rates.

Timeline
Months 1–12

3. REUSABILITY

Design modular components; create take-back refurbishment programs.

Timeline
Months 9–18

4. UPGRADEABILITY

Document design specs for component replacement.

Timeline
Months 6–12

5. REPAIRABILITY

Map spare parts availability; create repair guides; train repair networks.

Timeline
Months 6–18

6. RECYCLABILITY

Audit material composition; identify recycling pathways; certify.

Timeline
Months 6–12

7. RECYCLED CONTENT

Source certified recycled materials; verify supply chains.

Timeline
Months 9–15

8. ENERGY EFFICIENCY

Audit manufacturing emissions; set reduction targets.

Timeline
Months 3–9

Sustainable by Design **Better for People** **Better for Planet** **Better for Future**

including frameworks such as Higg FEM, BEPI and ICS, must be built into standard practice rather than treated as one-off exercises. This is the foundation everything else is built on. Without accurate mapping, no downstream compliance claim recycled content, chemical safety, durability can be verified.

Eco-Design Under ESPR: The New Baseline for Market Access

The EU's Ecodesign for Sustainable Products Regulation (ESPR) sets mandatory eco-design requirements for products sold into the EU market. Any business placing product into the EU, or exporting from it, must meet requirements covering product performance, information disclosure, chemical content, and a ban on destroying unsold goods.

This means Indian manufacturers must build robust systems that embed sustainability into product design from the outset across the entire lifecycle and gather the required data throughout the supply chain, making it available digitally to the end consumer.

Footwear standards under Eco-Design cover:

- Durability extended product lifespan
- Reliability consistent performance over time
- Reusability design for multiple use cycles
- Upgradeability capacity for improvement



- Repairability accessible repair information
- Recyclability end-of-life material recovery
- Recycled content minimum percentages mandated
- Energy efficiency reduced operational emissions

Material and chemical composition must be tested and verified not declared. This is the operating standard the industry needs to adopt now, ahead of enforcement, not after it.

The Digital Product Passport: Your License to Trade

Every data point collected under ESPR must ultimately live in one place: the Digital Product Passport (DPP). This will be mandatory for all finished products and their components sold into the EU.

The DPP covers four core areas:

- Product identification unique identifiers linked to a physical data carrier (QR code or RFID)
- Compliance data information on Substances of Concern (SoC) and regulatory certifications
- Circular economy parameters verified data on durability, repairability and recycled content
- Access control tiered data access for consumers, repairers and market surveillance authorities

In practical terms, the DPP is not a compliance formality it will function as a license to trade in the EU market. A product without verified, accessible data behind it simply will not clear the door.

The cost of getting this wrong is not theoretical. Non-compliance carries heavy fines, sales bans and product recalls. Regulators are already acting: a major fast-fashion retailer was recently fined in France for misleading sustainability labelling on its website. It isn't an outlier it's a signal of EU enforcement intensity. Treat it as a wake-up call, not a preview of your own penalty notice.



The Roadmap: From Reactive to Proactive

An 18-Month Roadmap for Indian Apparel

Phase 1
Diagnostic & Governance Data

- **Task force:** Assign compliance ownership across the apparel value chain
- **Supply chain audit:** Identify fiber origin, dye house compliance, and DPP gaps
- **Testing partners:** Secure accredited testing for Restricted Substance Lists (RSL) and fiber content at scale

Months 1-3

Phase 2
Standards & Systems

- **Indian Apparel Excellence Mark:** Set fiber composition durability, garment pilling resistance, chemical safety (e.g., Azo, phthalates), and certified recycled content benchmarks
- **Shared digital infrastructure:** Build interoperable Digital Product Passport (DPP), QR/RFID, and compliance-data systems (e.g., for care label validation)
- **Supply chain mapping:** Improve supplier visibility from cotton farm to final garment, material-origin records, and verified declarations

Months 3-9

Phase 3
Capacity Building & Compliance

- **Training:** Build eco-design for garment circularity (e.g., monomaterials), DPP, traceability, and global regulatory expertise
- **QA protocols:** Strengthen pre-export testing (fiber composition, care instruction validation), chemical audits, and verification
- **Compliance helpdesk:** Provide apparel-specific guidance, technical support, and peer benchmarking

Months 6-18

Conclusion: Whose Destiny Is It?

India has every natural advantage needed to lead this industry globally material, skill, scale and now, with the FTA, market access. What it does not yet have, uniformly, is a proactive, industry-wide commitment to compliance, traceability and sustainability as competitive strategy rather than regulatory burden. The associations that guide this industry face a choice: shape the standard, or be shaped by it. So here is the thought worth sitting with when European buyers are choosing between suppliers who can prove every claim with data, and suppliers who simply promise, which side of that line will Indian footwear be standing on?

About Bureau Veritas

Bureau Veritas is a world leader in laboratory testing, inspection and certification services, founded in 1828. Operating in over 140 countries with more than 82,000 employees, the company helps clients manage risk across quality, health, safety, environmental protection and social responsibility. Through independent audits, asset evaluations and regulatory compliance solutions, Bureau Veritas helps businesses improve performance and build consumer trust.

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