



Derby

Derby, the fast fashion jeans and urban wear brand, has created a niche with its international styles and standards. It's now focusing on retail expansion that includes opening flagships and EBOs along with setting up a manufacturing facility that will act as a knowledge base for other global brands, write *Rashmi Karanjekar* and *Gurbir Singh Gulati*

Young Brand with Global Plans



I don't believe in the concept of autumn/winter, spring/summer because that's more European in nature and works for them. We adapt international fashion trends to suit our country and put them on the shelves as fast as possible. A world class design studio and an equally efficient and passionate design team ensure that we stay ahead of the rest.

Vijay Kapoor, Founder and MD, Derby Clothing

With an aim to making fashion available at an affordable price, Vijay Kapoor, Founder and MD, Derby Clothing, started his business as a design studio and then went into ready-to-wear. In no time Derby established itself as a name to reckon with and was counted among the leading menswear brands. Kapoor avers, "Derby was started with the sole aim of helping the urban male dress right and dress sharp. But the dream of creating a global brand had been on my mind right from day one. Derby stands for sporty, energetic and exclusive."

The Brand

Derby is well-established as a market leader in jeans and urban wear. "Our jeans are made to international styling and standards and have often been compared with the best in the world. This is very well complemented by our extensive range of shirts, tees and trousers. We also bring out accessories and related products with every range. Our fits and styling have helped us create a niche clientele and a cult following. We don't cater to a particular target group. Targeting customers according to their age is a thing of the past," says Kapoor.

The young urban Indian identifies with the brand and the community. Derby Jeans Community is the only one of its kind in the world. The community dedicates a lot of time and money on research and development of jeans and jeans culture. "Our design team travels extensively across the globe to study trends.

- Is well-established as a market leader in jeans and urban wear
- Doesn't cater to a particular target group
- Has introduced a premium range of belts and bags
- The brand follows fast fashion
- Will have flagship stores in Mumbai, Delhi, Hyderabad, Bangalore, Kolkata and Goa
- EBOs are being launched in all major cities
- An IPO is on the agenda by 2013-14
- Derby is going to be split into two verticals. One is a brand and the other is a manufacturing powerhouse or knowledge base

We also participate in major fashion expositions and exhibitions to stay updated with developments in the world of fashion and apparels. Derby has won many accolades in festivals and shows," adds Kapoor.

New Launches

The brand has introduced a premium range of belts and bags. "Accessories will be an integral part of every range depending upon the season and region. We will also be making shoes and other related products to ensure a complete collection for our customers," informs Kapoor. He says shoes, sunglasses, perfumes, etc, have become necessities rather than fashion statements. "Derby too will have its exclusive range of products in these categories."

Spring/Summer Collection

The spring/summer 2011 collection is based on a futuristic theme. Jeans and all other products will have a futuristic feel. At the same time, vintage and sporty elements will be ingredients of the collection. Kapoor says, "The collection is based on everyday campus life and we are sure that it will be a hit among college-goers and young men. You can look forward to a premium, original and quality product."

Styles and Trends

The Derby Jeans Community is a fast fashion brand, and that gives the least amount of time to study global trends and deliver the same keeping in mind Indian climate and conditions. "All our products have an international appeal and are designed to appeal to a global customer. This has helped us stay ahead of competition. Though the brand has more than four fits in jeans and trousers, all of them are for the young and with a slim look," Kapoor explains. The fashion element in their clothes is too strong to be hidden. Minute details are taken care of and the brand is sure that young urban customers will find them irresistible.

Fashion Cycle

The brand follows fast fashion. Every 60 days, it comes up with a new collection. Kapoor explains, "I don't believe in the concept of autumn/winter, spring/summer because that's more European in nature and works for them. We adapt international fashion trends to suit our country and put them on the shelves as fast as possible. A world class design studio and an equally efficient and passionate design team ensure that we stay ahead of the rest. If I want to be a brand suitable for the European market, I should understand how the market works. Frequent travel to the fashion capitals of the world helps us stay updated." In jeans, their major category, the brand is looking at sporty and trendy styling with innovative washes, details and adds-ons.

Retail Spread

The brand currently operates through more than 30 exclusive stores. It's also present in select MBOs. "Our flagship stores in Mumbai and Delhi will be operational in the first quarter of the year 2011-12. We have also signed up franchisee stores across most major cities. These will be launched in a planned and systematic way to

“

"We want to put up not only a manufacturing facility but a knowledge base, which will have the entire design team that's going to do forecasting and merchandising. So Derby is going to be split into two verticals. One is a brand and the other is a manufacturing powerhouse or knowledge base. It will manufacture not only for Derby but because the capacity will be far higher than what we need, it will also become a powerhouse knowledge base for many other brands in the world."

- Vijay Kapoor

”



ensure profitability for our partners and for everyone involved in the business. Large Format Stores too should happen around the same time," says Kapoor.

Future Plans

The brand aims to have one flagship store in Mumbai, Delhi, Hyderabad, Bangalore, Kolkata and Goa each. These will be of size around 1,000 to 3,000 sq. ft. each. The average investment on a flagship store will vary from city to city and from location to location. However, from the franchise perspective, a store should cost anywhere between ` 18 lakh to ` 30 lakh. These cities will also have two or more smaller outlets of sizes ranging from 600 to 1,000 sq. ft. Besides, EBOs are being launched in all major cities that reflect the mood of modern India. "Moreover an IPO is also on the agenda. The year 2013-14 is where I project an IPO to be," he says. The brand expects a drastic change in shopping patterns in another three to four years and is betting huge on its online business. Its e-commerce site is already up.

The brand also has plans to set up a manufacturing facility having 1,000 machines and employing 10,000 people. The land has been procured in Chennai. "We want to put up not only a manufacturing facility but a knowledge base, which will have the entire design team that's going to do forecasting and merchandising. So, Derby is going to be split into two verticals. One is a brand and the other is a manufacturing powerhouse or knowledge base. It will manufacture not only for Derby but because the capacity will be far higher than what we need, it will also become a powerhouse knowledge base for many other brands in the world," adds Kapoor.

Brand Promotion

The brand follows a simple strategy. It does not believe in following the conventional ways of marketing and business associations. "Our core strategy of fashion and excellence is translated into activities, events, associations and everything else that looks like a platform to connect with the urban male. We have been instrumental in bringing some of the biggest names in progressive rock from the world of music to India and perform for some of the leading colleges and campuses. This has helped us stay connected to our community and also to our brand USP," sums up Kapoor.

