

News monitored for: Lakme Fashion Week

Bombay Times



I love bargain offers on e-portals. It saves my time and the delivery is right at my doorstep...

Is e-commerce the future of fashion?

More and more Mumbaiites are buying trendy fashionwear via the internet. Are designer stores in the city losing their appeal? Nimisha Tiwari speaks to fashion experts if this technology-driver trend is here to stay

International brands are just a click away...

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When buying options are just a click away, and that too at a discount, then there's no stopping a Mumbaiite.

Interestingly, in the last few years, a growing number of people have started to invest in e-buying options. The best aspect of such transactions being — it saves time. The big brands have great variety on offer and all of this comes at a price much lower than what the designer stores tend to offer.

Well, it is a fact that most of us buy airline tickets from internet-based sites. Now, the same trend has percolated into fashionwear buying as well. Most e-commerce portals have secured payment gateways, so that the buyer does not fret over sharing his/her credit card numbers online. And then the comfort of home delivery is lucrative enough, anyway. Also, these portals do take back products if returned for a genuine reason. *BT* spoke to fashion

experts about the reality behind e-commerce becoming a common man's new-age shopping approach:

Anita Dongre:



In today's world where everyone is hard pressed on time, e-commerce is certainly on the rise. We our-

selves have clients from all over the world enquiring and requesting for designs to be made available online. Hence, we are now working towards developing an independent e-commerce portal for all our brands. On the other hand, I personally think that the actual shopping experience would never fade away. We all love to go out shopping; the whole experience of touching and feeling a garment would never be matched by any e-commerce site. So, both will continue to exist and grow.

Maheka Mirpuri:

E-commerce is convenient and has a wide reach. In fact, I do get a lot of queries through my website from people who live abroad and I also do conduct sales thereafter. However, I don't yet have an e-commerce transaction section on my website. I feel designer stores can not ever lose significance in the e-age because nothing can replace the touch and feel experience. Especially, with couture, when somebody is spending good monies, they definitely take time to decide on what they will be getting.



Sujal Shah:

Indian retail industry is rapidly growing, and the



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online channel of sales is its new frontier. E-commerce has proven its relevance and success in retail internationally and India is quickly embracing this medium. More retail is going online in India as consumers are getting more comfortable, payment gateways are starting to get more reliable. This season, Lakme Fashion Week will facilitate trade for budding Gen Next and emerging designers

the consumer. You can shop from the comforts of your office or home and that helps. If technology makes things easier, why not embrace it?



Masaba Gupta:
Of course, it's an exciting way forward. I am setting up



season's stocks at a bargain price. Selling designer wear on the net is difficult because it's a bigger investment and people often come with their folks to zero down on one good outfit. This is especially true with bridal wear.

through a special 'Launch My Line' space created on a portal in addition to targeted sales events which will promote all LFW designers. We are taking the lead to embrace the future and reality of business in India, which is online by providing a direct sales channel for all our designers.

Pearl Uppal:



The geographical reach of a portal is huge, no physical store can ever match that. And in India

where the buying power also exists in smaller cities, e-commerce portals can come truly handy for big brands, which are not directly retailing there. At full price, fashion wear often has a shelf life in stores. Designer stores also need to keep changing the products within a month's time. Online portals can give a good range in that way, and suit sensibilities over a longer period. This technology enabled enterprise changes merchandise everyday because it has far too many brands tied up with them. This gives variety to people, which a physical store may not be able to achieve.



Nachiket Barve:
E-commerce in a big way tends to empower

the e-commerce section on my website soon and I think it's a wonderful and cheaper option for me as stores have such high overheads that it's difficult for them to maintain too many options of designer wear. E-commerce is a great way to expand clientele world over, so people of all nationalities get a taste of India. However, the very charm of going to a store and buying clothes is something a portal can never give. E-way is an additional way to build your brand.

Sushil Jhaveri:
It's a tool to be used for selling last

And that's why designer stores will never lose its appeal. But then there is also the fear of plagiarism if newer garment designs are shown on the net. International brands have a good chance of selling well through portals, but I have my doubts on selling Indian designer wear on the internet.

So, why e-commerce? Let's say why not!

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