

Where business feels at home!

HGH India 2017

Will reflect growing home retailing

Going by the current visitor pre-registration trend, HGH India 2017 is expected to clock the highest number of visitors ever in its history of six years. Online registrations as on the same comparable date last year have increased four-fold, clearly indicating a very high interest and expectations amongst trade visitors who are curiously waiting to explore hundreds of innovations and upcoming fashion trends for 2017-18 at HGH India 2017.

Number of visitors are expected to increase by at least 10-15% over last year's 25,450—including thousands of CEOs and Sourcing Heads. Trade buyers are expected from over 450 cities and towns across all over India. Growing retailing and buying power of India's Tier II and Tier III cities and towns is already reflecting in a huge jump in registrations from these areas. There is a considerable jump in visitors from North India and South India, in addition to very high repeat registrations from the Western Zone, indicating a growing national interest in visiting HGH India.

Visitors registered so far are from department stores, hyper markets, specialty stores, high-end luxury stores and boutiques, traditional store owners, and online and



electronic medium retailers. Institutional buyers, corporate gift buyers, interior designers, prospective agents and franchisees too have pre-registered indicating their keenness to visit. Besides these, leading Indian importers, distributors, buying agents and brand representatives will come to explore new opportunities and business partnerships.

Of the top 100 retailers in India in home business, over 90% are expected to visit HGH India 2017, represented by their senior most

decision makers, clearly reflecting the usefulness of this trade show for their business.

Trends for 2017-18 being presented under theme "Across Times" through a Trends Pavilion in Hall 1; Turkey, Taiwan and China Pavilions in Hall 5; over 100 new Indian and international exhibitors showcasing for the first time; and new product launches by leading Indian and international brands and manufacturers, who are regular exhibitors; are amongst key highlights at HGH India 2017.

Carpets & floor coverings

Indian market for floor coverings, area rugs and carpets as a category will continue to grow at over 20% per annum over the next few years. Most retailers across India are reporting substantial increase in their carpet sales.

Popularity of products across sub-categories like handmade rugs & carpets, machine made carpets, wooden flooring, durries, vinyl flooring, synthetic floorings, coir mats, bath mats, outdoor surfaces like artificial grass and high performance specialty floor coverings clearly indicate that Indian market is highly diversified and offers high growth opportunities for retailers, brands, manufacturers as well as importers.

In terms of prices, demand has been growing in

premium, mid as well as economy segments. Over 25 exhibitors will showcase floor coverings range at HGH India 2017. Carpet Export Promotion Council (CEPC) has also organised a group participation of 14 handmade rugs producers from different parts of India.



Leading brands to represent bed & bath

Bed & Bath is the single largest component, contributing about 50% of total home textiles sales in the Indian domestic market. This category will once again see a lot of action at HGH India 2017 with several product innovations, new launches and trade schemes.

Almost all market leaders Spaces, Portico New York, Maspar, Swayam, Tangerine, Trident, Boutique Living, Anna Simona, Dicitex, Bianca, Skipper, Mark-Home, Westhomes, C.A. Patel, Jindal, will be launching their new collections of bed & bath products. New ranges in baby and kids' beddings, decorative beddings, bed covers, quilts, wedding sets will be introduced at HGH India 2017 by many new exhibitors. Many importers will also bring a wide range across price and quality variations to suit different market segments.

Many exporters, who are well-known for their



design and quality in sophisticated international markets like USA and Europe, will introduce their range for the first time in the Indian market.



Furnishing fabrics leaders to launch new collections

In India, traditionally, furnishing fabrics have been one of the biggest and strongest product categories within home textiles and home décor segments. Very often home textile stores in the countries are referred to as furnishing stores.

With changing times and consumer demand, many leading furnishing fabric brands have introduced readymade products like readymade curtains, bed linen, blinds, decorative made-ups and wall papers. Yet for most of them furnishing fabrics continue to be

the prime sales contributors.

At HGH India 2017, Market leaders like Dicitex, GM Fabrics, Rumors, Maspar, ABN Textiles, KC Fabrics, F & F, Devaa Textiles, Zynna, Vaneli, V & J Furnishings, Gem Collections, Nuhome Décor, Ambreh, will be unveiling their innovations and latest collections. Other exhibitors, Prince Furnishings (Panipat), Jai Durga (Hyderabad), Shah Deepchand (Pune), who exclusive distributors for leading brands like D'Décor and MK Fabrics & Kaavi Home who represent the exclusive range of Dicitex, will



also be unfolding new collections from their respective brands.

On the international front, leading brands like Harlequin (UK), Designers' Guild (UK), Casamance (France), Zimmer + Rhode (Germany), Omexco (Belgium), IFI (Greece) will showcase their latest collections.

Besides, visitors, can also find a number of manufacturers from places like Mumbai, Delhi, Surat and Panipat offering cost-effective solutions in decorative and furnishing fabrics.



More mattress brands



The readymade mattress market in India has been growing at a whopping 100% per annum for the last 3-4 years. According to the category experts, similar demand growth for branded mattresses is likely to continue in India for the next few years, as Indian consumers are fast becoming aware of the importance of good quality sleep for their health. With rising incomes, they are now in a position to spend on better

quality mattresses and pillows.

HGH India was the first one to advocate to the mattress brands in the year 2012 that if they want to increase their sales in the Indian market, they must expand their retail and distribution channels beyond furniture stores and architects to include furnishing and home textile stores. They were also advised not to depend solely on the HORECA market, but also simultaneously venture into residential consumer market.

Sensing the market opportunity several Indian and international brands decided to test the segment. The strategy has worked wonders for all mattress brands exhibiting at HGH India over the last 5 years. This year, retailers and trade visitors will witness the widest ever range of mattresses including spring, memory foam, coir and so on from leading Indian and international brands like King Koil, Peps, Hush, Sealy, Eclipse, Centuary, Magenta, Livanta with many innovations.

Wider options in decorative furnishings

India is well-known around the world for its highly creative designs and manufacturing skills in decorative made-ups and soft furnishings like cushion covers, bed covers, quilts, decorative textiles with embroidered and embellished work, handloom weaving, applique work, sequin work etc. Décor and textiles in Indian homes often reflect a high preference for such decorative textiles. With changing times, these traditional skills have been refined and reinvented into their more contemporary versions by leading brands and market players.

At HGH India 2017 well-known brands like Maspar, Anna Simona, Bianca, Skipper, Silver Thread will reveal their latest innovations in

decorative made-ups for bedrooms and living rooms.

A wide range of blinds, window decorations and curtain mechanisms will be shown by leading brands like Forest, Toso, AMI, Awesome, Touch Blinds, Funk Tubular, A-OK, Max Interiors, Carrot and so on.



Decorative Accessories

With consumers looking for adding accent to their overall décor, Decorative accessories are becoming very important for retailers and are now occupying increasing space in most Indian stores for home décor, furnishing and home textiles.

Brands like Deco Window, Malhar, Ethnic Clocks, Cocktail, Ek Do Dhai, Gaabiah, Four Walls, Sakshi Handicrafts, Vintage Mirrors, Apeejay Exports will present a wide range in decorative curtain rods, wall clocks, mirrors,

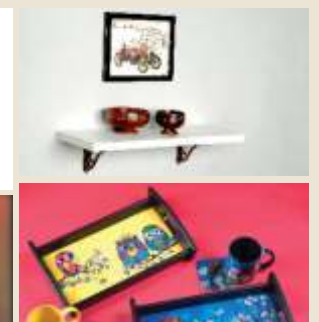
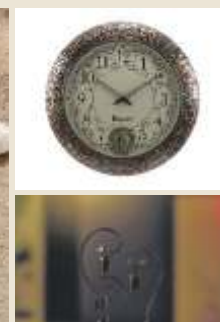


table tops, wall hanging, artefacts, handicrafts and contemporary home decorations.



Trends
2017-18

समय अनसार
across time

HGH India 2017 brings “across time” Trends, encompassed in this trend book to provide you a focused perspective for home fashion & lifestyle trends for 2017-18.

Purpose of showcasing trends is to give the Indian retailers' and consumers' thinking specific directions in terms of colours, designs, materials and styles.

Manufacturers, brands, retailers and professionals in the home business can connect their products and

innovations to the aspirational Indian consumers through these trends.

Visitors can find applications of “across time” trends in real products at HGH India 2017 Trends Pavilion.

Tropical JOY

Ethnic TREASURE

Classical TRAIL

Digital MEDLEY

Lifestyle trends always reflect the reality and changes in the society. The search for style and colour often goes hand in hand with a search for meaning and value. The immense possibilities of new technologies have widened our field of experience. Under their influence also living condition and lifestyle is changing ongoing.

The four themes selected for HGH 2017/18 are a reflection of four popular traditional design directions:

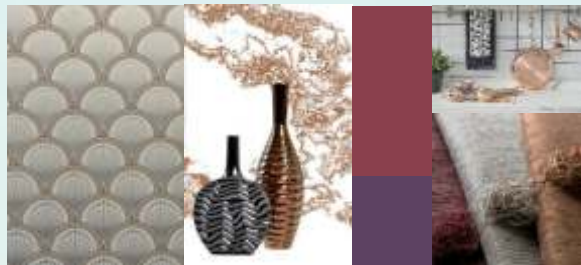
Tropical JOY



The beauty of diversity is best expressed in nature. The traditional floral design approach opens up and merges with opulent tropical pattern in supernatural colouration and as giant digital flower prints. In nature, surrounded by plants and flowers, we take rest and relax from the omnipresent stress and the noisy life.

Research shows that experiencing nature, even in the form of nature prints, reduces stress and contributes to emotional and physical wellbeing. Our senses are constantly stimulated by the presence of plants. Recognizing the great potential of nature, all natural products are a part of this trend.

CLASSICAL TRAIL



The classic interior is an expression of the human desire for balance and harmony. In today's modern lifestyle the interpretation of the classical as we know it has become somewhat subtle. A hint of nature is fused into it through textures that reinvent the beauty of classical themes with sophistication. Geology is the source of inspiration here. Beautiful landscapes, curves on sand, rocks and mineral formations inspire the patterns of carpets, wallpapers and upholstery fabrics. New tangible sensations enrich the interiors. The ornamental compositions appear in soft colour combinations. Including embossments and with valuable patina effects these may also provide haptical aspects. These can be combined with tarnished surfaces and textures to create a soft, harmonious atmosphere of luxury.

the Floral, the Ethnical, the Classical and the Geometrical. In today's context these themes manifest themselves anew in colour, shapes, material.

Enjoy the journey across time and discover:

Tropical JOY - an opulent nature

Ethnic TREASURE - a highly convenient ethnic chic

Classical TRAIL - a refined elegance

Digital MEDLEY - a futuristic satellite

ETHNIC TREASURE



Ethnic designs are in focus all around the world as a unifying global trend. So India as a country with strong creative traditions is actually on stage with its vast array of handicrafts from dyeing, weaving, quilting, printing to wood carvings, basketry craft and metal works. In a well created, warm Bohemian ambience these Indian creations are in good company.

The warmth and cosiness in the mood of Ethnic Treasure strongly reflects the importance of social life and reliability in today's world. Spending time with the loved ones, good food, cooking and meaningful and valuable products characterise this lifestyle. The decor plays a key role with textured wallpapers, pattern mix and wooden furniture. The interior ambience is complemented with cherished objects. Japanese and African traditions also contribute to the urban ethnic feel, as the style is not defined by a particular culture.

Digital MEDLEY



The aesthetics of the digital technologies open up a new cosmos for designers. Spending hours in front of a screen, we get used to all kinds of effects of the virtual world. Playfully, with fun and passion, new realities are discovered through virtual head sets and the computerized so-called “Smart Living”. Digital Medley reflects the emotional experience of thrilling optical effects in our everyday life. Its essential urban appeal goes beyond the youth market into designs for all age groups.