

Where business feels at home!

HGH India 2018 commences on a high note

HHGH India 2018, the annual trade show for Home Textiles, Home Decor, Gifts and Houseware organised by Texzone Information Services Pvt. Ltd. was off to a great start with an impressive inflow of professional trade visitors. Visitors from over 475 cities and towns were present to flag it off with great fervour. With its 7th edition (3 – 5. July 2018, Bombay Exhibition Center), HGH India has brought more than 600 brands, manufacturers and importers from more than 30 countries under one roof spanning across Hall 1- Hall 3.

The growing trade show was commemorated with a lamp lighting ceremony by Dr. Kavita Gupta, Textiles Commissioner and Chief Guest along with a number of significant industry leaders and dignitaries including Chamari Rodrigo, Consul General, Sri Lanka. Moreover, the unveiling of the Trend Book 2018-19 was also witnessed by those present.

On this occasion, Dr. Kavita Gupta, Textiles Commissioner said, "This is the third time that I am visiting this grand trade show and I am more than elated. They have had a very successful run so far and I am certain that this year will be bigger and better. I would like to take this opportunity to laud the entire team's effort and would also like to express my gratitude for inviting me to witness the



Inauguration Ceremony at HGH India 2018

ongoing evolution of HGH India."

With its B2B focused concept, HGH India this year too, aims to provide an opportunity to Indian retailers as well as the rest of the distribution system of

home products, innovative concepts to boost trade. The whole idea of HGH India has served as an inspiring platform to accelerate the growth of the integrated home products market for retail and institutional buyers.

An integrated home products range exhibited across 3 halls

Taking a leap from last year, and with an increase in local and international participation at the 7th edition of HGH India, the display of alluring home textiles, home décor, gifts and houseware is spread across a vast expanse of three halls at The Bombay Exhibition Centre.

While Hall 1 presents a wide range of aesthetic home textiles as well as the generously designed inspiring Trends Pavilion, Hall 2 comprises a versatile blend of home décor products, wallpapers and Indian Heritage products. An attractive assortment of gifts and houseware can be witnessed at Hall 3.

The show benefits from many repeating exhibitors and year to year visitors who display and discuss trends and styles in the home products business. These included renowned names such as Bombay Dyeing, Spaces, Trident, Maspar, F&F, Borosil, Cello, Shri Balaji, Marshall, DC Furnishings, Aanantam, Excel and buyers like



A Wide Variety of Home Textiles in Hall 1



A Great Display of Houseware at HGH India 2018

Shoppers Stop, Aditya Birla Retail Pvt. Ltd, Flipkart, Future Group, IKEA, Pepperfry and several others.

There are also grand opportunities being offered by several leading organisations such as AIWA, EPCH (Export Promotion



Exquisite Giftware in Hall 3

Council for Handicrafts), HCMC (Handicraft Mega Cluster Mission) and EVSID (Turkish Houseware Manufacturers and Exporters Association) among others using the HGH India 2018 platform to the fullest.

Another enthralling Trends Pavilion at HGH India 2018

A major portion of Hall 1 was dedicated to the spacious Trends Pavilion by HGH India in order to present the interior trends for 2018-19 with regards to materials, textures, designs and colours under the theme #Transition. After being carefully researched and compiled by the international trend agency Sahn & Permantier and the HGH India team, they have been brought to life at the pavilion and are also available in the Trends Book.

The four trends for this year include #SO.FUNKYatHOME, #SOFT SHADES of NATURE, #COLLECTORS CHAMBER and #SMART BOHEMIANS are an ideal reflection of the present dynamic home products market, and the book is of great use to all market players in order to cater to the needs of Indian consumers.



Transition: Trends 2018/19 pavilion at HGH India 2018

HGH INDIA 2018: SOURCE FROM 550 BRANDS & MANUFACTURERS

Visitors witnessed a fascinating application of these trends that covered all real products of one's abode such as home textiles, home décor, gifts and houseware at the Trends Pavilion. Furthermore, there is an audio guide at the pavilion wherein free headphones have been provided by the HGH India team which leads you from one trend to another. This augmented the connection that visitors have felt with the Trends Pavilion as well as the visuals of each trend, on the first day itself.

The Four Trends for 2018-19 are:

So Funky at Home: A lot of inspiration for wallpapers and textiles is based on industrial materials: mesh and grid structures displayed with a wide range effects, including layers. The prevailing patterns under this trend are wild stripes, scratched tapes, wavy and zigzags, bold typography elements and comic strip aesthetics. For textiles and objects, transparency effects are of interest as foils and vinyl, coloured transparent plastic and LED light décor. Vibrant colours are combined with black and white; neon colours give a striking accent.

Soft shades of Nature: The upholstery is held in fine textures for a relaxing upscale ambiance. Gentle colour fading, laces, net, shiny silk, metallic yarn effects and sequins work are displayed mainly in floral décor. Walls are gently coloured, soft shadings of warm pink to violet create a subtle sensitive atmosphere, highlighted by sand and beige tones. Beds are laid in gracious and comforting colours transmitting clearness and light. Soft yellow and green accents



#Smart Bohemians



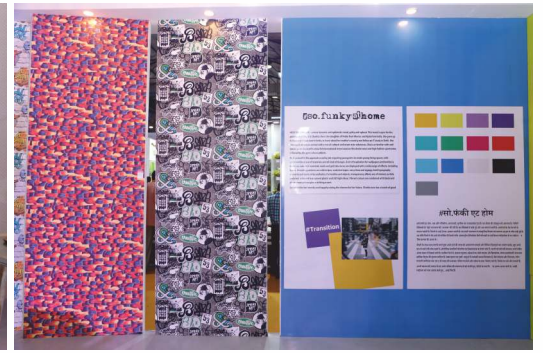
#Soft Shades of Nature



#Collector's Chamber

recover the feeling of gentle sunshine and nature. A special note is given by gold and pastel metallic shine accessories, leaving the rooms with a delicate scent.

Collector's Chamber: The visitor is welcomed by dark mysterious and velvety colours, possibly held in umbra and bronze shades, to enter the most private rooms of the collector type. The collector's chamber displays an intellectual understanding of interior decoration with a hint of drama and eccentricity. Patterns are modern and geometric, but may also show opulent floral ornaments and high fashion jungle prints in rather dark colours, highlighted in sand and pale green. A lot of velvet, rich jacquard and textured fabrics are



#So Funky at Home

introduced as being newly inspired by nature.

Smart Bohemians: Ethnic references in the manner of heritage chic are mixed with the freshness of Scandinavian style or comfortable and smart lifestyle, making the perfect match for a joyous and modern family. Ecological commitment is present against casual décor offering a hint of surprising harmony. The aesthetics of handmade products are applied to all kind of consumer goods. The revival of ornamental styles of ceramic tiles as well as traditional block print motives are expressed in patterns of wallpaper, home textile and table ware. Light coloured wood and all kind of natural looking materials give a relaxed and young signature to the everyday hardcore family use of interiors.

A versatile collection presented by Turkish exhibitors

As Turkey is already known for its premium quality products and offerings, it was a delight for visitors to witness their home décor and houseware collections for the second time at HGH India 2018. Spread across Hall 2 and 3, through EVSİD (Turkish Houseware Manufacturers and Exporters Association), their popularity amongst consumers grew by several folds this year and an increase in their participation was also witnessed.



Turkey makes a great impact at HGH India 2018

Most participants of last year such as Lux Plastik and Titiz Plastic that are into bathroom and kitchenware partook yet again this year. There were also some new Turkish exhibitors that include the likes of Korkmaz, Solmazer, Aydin, Renga, Dékor Cam, and Oncu among others to showcase ranges such as acrylic and glass based tableware, decorative glassware, cookware, table fabrics, kitchen utilities and organisers in order to enhance the sourcing experience for Indian retailers and exporters.

JULY 3-5, 2018 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.

A power-packed registration area



Packed registration area at HGH India 2018

There was a significant 25% increase in the number of registrations this year following a successful run of the trade show last year. Visitors from different nooks and corners across the country could be seen swarming around the registration area to witness the bigger and bolder 7th annual edition of HGH India.

An enamouring display of Indian Heritage



Beautiful Handicrafts of Indian Heritage

India is known for its rich heritage that includes beautifully designed products by skilled weavers and artisans. These are reflected in various home products and décor products as a symbol of the intriguing nuances of the Indian culture.

This year, attendees witnessed an exquisite display of this Indian Heritage in the form of handicrafts, khadi and jute products that were promoted by HGH India 2018. The platform associated with trends and theme pavilions, individual enterprises as well as several national award-winning artisans and craftsmen who partook in the show via government institutions and agencies.

A theme pavilion showcasing applications of Khadi in home textiles and made-ups by the students of Rachna Sansad, the well-known academic institute of Arts in fields like architecture, interior design and fashion provided a new dimension in home textiles



Indian Heritage- Wallhangings

to Khadi-India's proud heritage fabric. This theme pavilion is designed by Shailesh Parwatkar, Principal Architect, Design Array and sponsored by HGH India.

Various institutions and organisations under Government of India and various State Governments exhibited at HGH India 2018.

A group of 10 handicrafts manufacturers with high quality products from their export collections, exhibited under the umbrella of the well-known Export Promotion Council for Handicrafts (EPCH), which is successfully leading India's export promotion efforts in the world markets for decades.

This provided a great opportunity to retailers and gift buyers to source a diverse range of these culture-rich products and subsequently add a great amount of value to their conventional merchandise.

Exhibitors' comments



Manjari Upadhye,
CEO Domestic Retail,
Welspun

"We are happy that people have upped the ante this year, and it is visible in the innovative product ranges in every hall. At Welspun, we too have come with new product lines and concepts to suit the needs of our consumers. There is an evident upswing in the standard of products being displayed this year and therefore, I personally am looking forward to the exciting run of HGH India 2018."



Rajneesh Bhatia,
CEO,
Trident

"As a brand, we are relatively nascent and thus, are honoured to have been part of HGH India for the past four years. We want to learn with each passing year, from these experiences that will help our growth and augment our connect with consumers. It is great to witness all the action of a home products marketplace under one roof. I believe that this is a great platform as it not only helps you evolve as a brand, but also prepares you for the following year. I am looking forward to a great response from our visitors this year too."

Buyer comments



Govind Shrikhande,
Managing Director,
Shoppers Stop

"I have been coming to this show for many years now and it is great to see a broad range of products from different categories. Retail buyers can develop an integrated look of home products here; ranging from bed covers and curtains, to wallpapers and storage."