

# Apparel industry bats for duty-free access

## Wants govt to prise open EU, US markets using FTAs

Umesh M Avvannavar

**BENGALURU, DHNS:** Given very stiff competition from its South Asian neighbours, India needs to focus on getting duty-free access to EU, and subsequently to the US, as they are two of the biggest export markets, garment makers feel.

Talking to *Deccan Herald* on the sidelines of the Fabric and Accessories (F&A) trade show, Nike Country Director (India, Sri Lanka and Pakistan) Atul Ujagar said, "Indian apparel exports are roughly around \$17 billion which is less than

the textile, yarn, and cotton exports which amounts to around \$20 billion. Together, textile and garment exports are at around \$37 billion."

Other countries are actively working on "free trade agreements which would help their apparel be allowed 'duty-free' into developed countries.

The textile and apparel industry is strong, and given ample support, it would emerge as one of the fastest growing. The government should be much more aggressive on securing duty-free status to open up the EU and US mar-

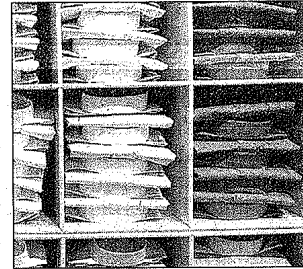


Atul Ujagar

kets," he said.

He said the industry employs 45 million people which makes it one of the top three employers. "We are not able to realise the full supply chain value which we should strive for," Ujagar said.

He said India has a very competitive labour rate compared with other South-east Asian countries — in fact one



of India's core strengths is its cost-competitive labour. Where we lag behind is in productivity and efficiencies in manufacturing. There needs to be a dedicated focus to improve India's productivity, he said.

He said even neighbours Bangladesh and Sri Lanka fare better as they have a better and productive labour pool.

He feels Sri Lanka has the edge in infrastructure in terms of manufacturing set-up, power, roads, ports, besides overall efficiencies. Bangladesh too enjoys similar advantages in labour and infrastructure, he said. According to him, India has just a 2-3 per cent share of the \$700 billion global apparel and textile trade.

Arvind Lifestyle Senior Vice-President Anindya Ray said, "In China, the government actually provides a platform for buyers through huge exhibitions. It is an ongoing process throughout the year. After agriculture, our industry is the second largest employer. We employ right from unskilled labour to skilled labour. It is unfortunate that the gov-

ernment is not trying its best to help our industry."

"Without government support, this industry will become a dying industry. We have been placed with our backs against the wall. We export around \$17 billion, whereas tiny Bangladesh exports around \$24 billion. Just to give perspective, China's exports are around \$65 billion," Ray said.

"Despite the fact that everyone is talking about China, that country is becoming expensive and people want to move out. The fact is that this industry has grown in China, and is still growing. But even if there is a one or two per cent shift away from China, we are not in a position to make use of it owing to the lack of infrastructure."



विमिन एंपावरमेंट के मकसद से शुरू हुआ महिला हाट अब बदतर हालत में

Photos : Surender Kumar

# महिला हाट पर करोड़ों खर्च बना कूड़ा घर

नवंबर 2012

में बनकर तैयार हुआ महिला हाट

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लागत से तैयार हुआ  
था यह हाट

55

स्टॉल हैं यहां, दो  
कैटीन और छोटा सा  
गार्डन भी

**क्या है दिक्कतें :** ओपन स्टॉल बने हुए हैं, बारिश और गर्मियों में महिला शिल्पकारों को काफी दिक्कतें होती हैं। इनमें हैंडीक्राफ्ट सामान को रखने की भी जगह नहीं है।

**क्या बदला जाएगा :** स्टॉल को तीनों साइड से कवर करने की योजना है। अधिकारियों के मुताबिक इनमें प्रंखे भी लगाए जा सकते हैं।

## स्टॉल का डिजाइन है खराब

55 स्टॉल की कैपिसिटी वाला है यह हाट। हैंडीक्राफ्ट बेचने वाली शाहीन कहती हैं कि खराब मौसम में ही यहां के इंतजामों की पोल खुल गई है। बारिश हो या गर्मी, हर वक्त हम लोगों को तमाम तरह की परेशानियों से जूझना पड़ता है। चारों ओर से खुले स्टॉल में पंखे तक नहीं लगे हैं। जब भी बारिश होती है, तो पानी स्टॉल के अंदर तक आ जाता है। सारा सामान भीग जाता है। वहीं, सामान रखने के लिए जो स्टोरेज बनाए गए हैं, वह भी पानी से भर जाते हैं।

## परेशान हैं महिला शिल्पकार

रजिया ने हाट के शुरू में ही यहां पर स्टॉल लगाया था। उनकी उस समय अच्छी कमाई भी होती थी। वह कहती हैं कि स्टॉल की खराब हालत के अलावा यहां पानी, साफ-सफाई और कई फैसिलिटीज ठीक नहीं हैं। सबसे जरूरी है कि इसे ठीक ढंग से प्रमोट किया जाए, जोकि नहीं हो रहा है। हाल में एक हाट एग्जिबिशन लगा था। यहां पर देश के कई राज्यों से महिला शिल्पकारों ने हिस्सा लिया था। पंजाब से आई विमन आर्टिस्ट हरविंदर कौर कहती हैं कि स्टॉल की हालत बेहद खराब है। यहां पर 6 दिन से एग्जिबिशन चल रहा है, लेकिन कस्टमर ना आने की वजह से कमाई नहीं हो पाई है।

## करोड़ों खर्च, पर सब बेकार

म्यूनिसिपल कॉरपोरेशन ने यह हाट 2012 में 2 करोड़ 50 लाख रुपये की लागत से बनाया था। वहीं, अफसर भी हाट की खामियों से इनकार नहीं कर रहे हैं। नॉर्थ एमसीडी कमिश्नर पी.के. गुप्ता ने कहा कि सभी खामियों पर गौर किया जाएगा। स्टॉल को टेंपेरी तरीके से कवर किया जाएगा। नए फूड स्टॉल भी लगाए जाएंगे। हाट को हैंडीक्राफ्ट ऑर्गनाइजेशन को संभालने के लिए देंगे, जो इस पर ध्यान देगी। वहीं डायरेक्टर (पीआर) वाई एस मान के मुताबिक स्टॉल को तीनों साइड से कवर करने की तैयारी चल रही है। वहीं, पूरे हाट को री-डिजाइन करने की प्लानिंग है।

## ■ राहुल मानव, नई दिल्ली

महिला हाट जब शुरू हुआ था, तो तब उम्मीद तो यही थी कि इससे महिलाएं इंडिपेंडेंट बनेंगी और उन्हें नए रोजगार के अवसर मिलेंगे। लेकिन आज यह हाट कूड़े के ढेर में बदल चुका है। 55 स्टॉल की कैपिसिटी वाले इस महिला हाट की शुरुआत 2012 में लोकनायक जयप्रकाश हॉस्पिटल के सामने की गई थी, लेकिन अब ज्यादातर स्टॉल खाली पड़े हैं। शुरू के दिनों में कुछ खरीदार यहां दिख भी जाते थे, लेकिन अब यहां का नजारा कुछ और ही है। वैसे, जब हाट शुरू हुआ था, तब म्यूनिसिपल कॉरपोरेशन ने तमाम दावे किए थे, लेकिन 2 साल के अंदर सारे दावे खोखले साबित होते दिख रहे हैं।

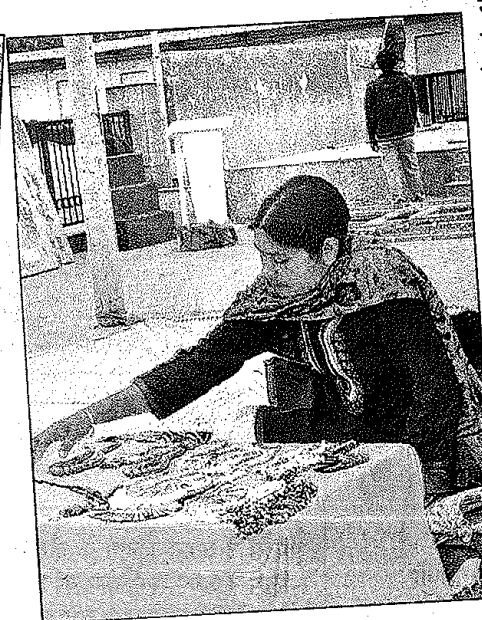
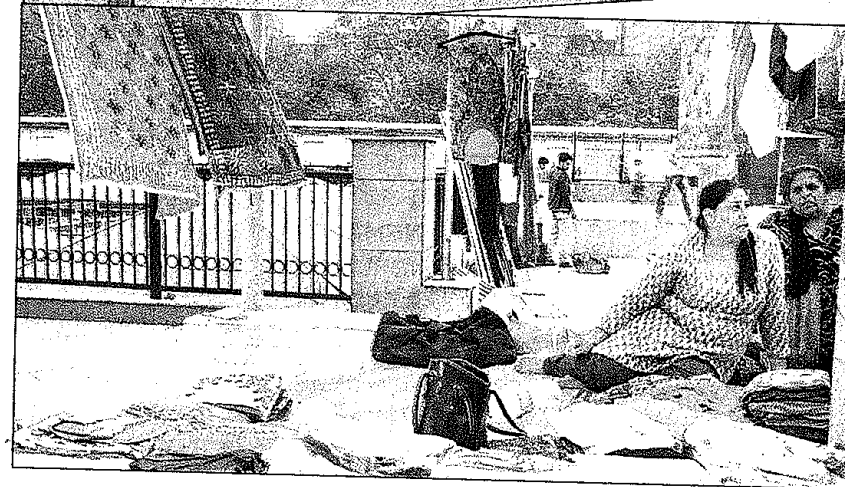
## क्यों आएंगे कस्टमर

महिला हाट में स्टॉल लगाने वाली रजिया मलिक शुरुआती शिल्पकारों में से एक हैं। रजिया बताती हैं कि शुरू के महीनों में खरीदारों की अच्छी-खासी भीड़ यहां आती थी, लेकिन बदतर इंतजाम के कारण धीरे-धीरे यहां भीड़ कम होने लगी। अब आलम यह है कि यहां कोई झांकने भी नहीं आता। लाइटिंग से लेकर स्टॉल के डिजाइन तक में खामियां हैं। अब हाट ज्यादातर बंद ही रहता है। ओपनिंग के वक्त महिला हाट के खुलने और बंद होने का टाइम सुबह 10 बजे से शाम 8 बजे रखा गया था।

## स्टोरेज बने कूड़ेदान

हैंडीक्राफ्ट्स के सामान के लिए जो स्टोरेज बनाए गए थे, अब वे कूड़ेदान में तब्दील हो चुके हैं। इन पर लगे कवर गायब हैं और इनसे आती बदबू ने पूरे हाट को बदबूदार बना दिया है। वहीं, चारों तरफ चाय या कॉफी के डिस्पॉजल ग्लास पड़े हैं और स्टॉल में लगे मकड़ी के जालों ने हाट का पूरा माहौल ही बदलकर रख दिया है।

सभी खामियों पर गौर किया जा रहा है। स्टॉल को टेंपेरी तरीके से कवर किया जाएगा। नए फूड स्टॉल भी लगाए जाएंगे। हाट को हैंडीक्राफ्ट ऑर्गनाइजेशन को संभालने के लिए देंगे, जो इसकी पूरी देखरेख करेगी।  
-पी.के. गुप्ता, कमिश्नर, नॉर्थ एमसीडी





## Mafatlal Slaps Legal Notice on 300 Firms For Logo Misuse

### Our Bureau

**Mumbai:** Mafatlal Industries has served a legal notice on over 300 business concerns, including fabric manufacturers, distributors and dealers, for trademark infringement. The flagship company of Arvind Mafatlal Group has said that using Mafatlal brand and its logo with a prefix or suffix amounts to infringement of its copy rights. The legal notice was issued between March 5 and 12.

"The company has planned strict legal action in the nature of civil and criminal proceedings against them to stop misuse of using Mafatlal Trademarks & logos and manufacturing/marketing of spurious goods," said Raghunath MB, president, sales & marketing, at Mafatlal Industries. "In many places, we found that manufacturers are misusing 'Mafatlal' trade marks in styles and fonts registered by Mafatlal industries, which are limited with suffix or prefix to 'Sungrace' and 'Stanrose' names over and above some other names."

Founded in 1905, Mafatlal Industries has two manufacturing units in Navsari and Nadiad in Gujarat. According to the notice sent to many process houses and merchants in Gujarat and Maharashtra, "The use of the said MAFATLAL/ 'Mafatlal Suitings'/ 'Mafatlal Fabrics' Trademarks upon your products in prefix or suffix to 'STANROSE' or 'SUNGRACE' or any other name is in violation of our Clients' exclusive proprietorship in the said trademarks. Such use by you amounts to an infringement of the said MAFATLAL Trademarks / 'Mafatlal Suitings'/ 'Mafatlal Fabrics' under the Trade Marks Act, 1999."

# East meets rest

## Products from East, Northeast up for grabs

Staff Reporter

**NEW DELHI:** Handcrafted products, textiles and traditional crafts from Odisha, West Bengal, Meghalaya, Manipur, Nagaland, Tripura and Assam are on sale at the Dastkar Purabi festival being held at the Nature Bazaar.

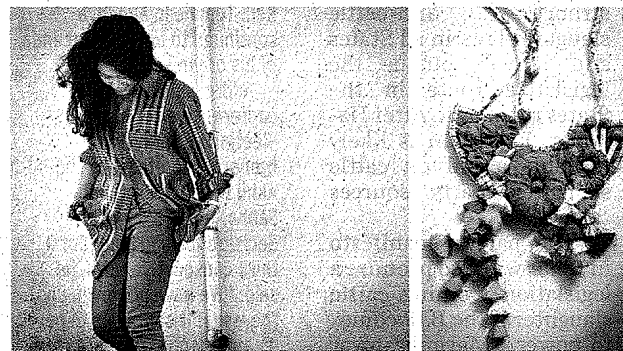
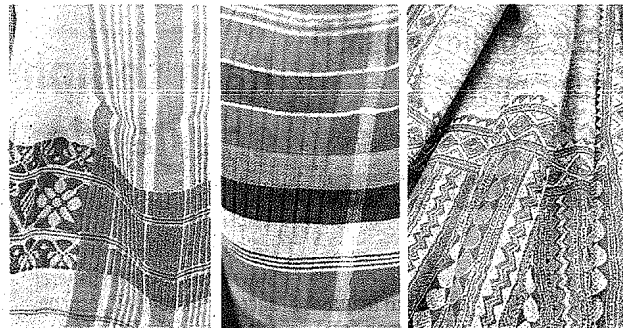
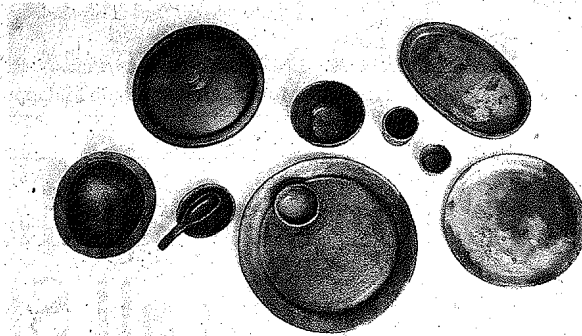
The bazaar has an eclectic mix of products ranging from colourful shawls and table mats from Nagaland, bamboo weaves from Assam, and terracotta and Meenakari jewellery from West Bengal to paintings done on Tussar, palm leaves and Pattachitra from Odisha.

Hand-woven khadi; versatile ikats and vibrant kantha embroidered sarees, dupattas and stoles; sturdy tribal weaves from Manipur, along with luminescent eri and muga silks hand-woven by the Bodo tribe of Assam and traditional sarees by weavers from Odisha and Bengal are also available.

Sanjukta, a designer brand, shows how the humble *gumcha* and *lungi* metamorphose into trendy garments and accessories. The stall has on offer free size garments for women, jewellery and sarees made out *gumchai*. It is an attempt to bring these two fabrics back into the public imagination, and restore a measure of respect for the tropic-friendly cotton fabrics.

Another young brand Dakti, which works with the craft sector of Meghalaya, is showcasing weaves — the most widely practised form of craft — done using mediums like bamboo, cane, silk, pineapple fibre and cotton. The stall also offers carving in wood and stone, and black pottery.

Dastkar founder Laila Tyabji said the Northeast and Eastern India hold many cultural riches that are compar-



*The Dastkar Purabi festival, being held at the Nature Bazaar at Andheria Modh, has an eclectic mix of products from Nagaland, Meghalaya, Assam, Manipur, West Bengal and Odisha.*

atively little known compared to States like Gujarat and Rajasthan.

"From the drama of the bold red, black and white textile motifs of the Northeast to the delicate woven mastery of the bamboo basketry and mats of West Bengal, the crafts of eastern India have a subtlety, skill and cultural

resonance worth exploring," she says and hopes the Purabi show will become an annual event.

There will be *Gotipua* dance performances (Odisha) on March 20, 21 and 22. The bazaar is located at Kisan Haat, Andheria Modh, near Chhatarpur Metro Station. It ends on March 23.

Lovable Lingerie

# Not much loved

Unlike peers, the company has not been able to capitalise on its brands

BHAVANA ACHARYA

The women's segment makes up about 60 per cent of the overall domestic innerwear market. Lovable Lingerie's premium brand Lovable commands a good 28 per cent share of the premium innerwear market. Also present at lower price points with brand Daisy Dee, the company has access to a wider consumer base. It is among the few established national innerwear brands.

But the company has not been able to capitalise on its brand strength, with consumers cutting back on spending. Sales growth has been in single digits for eight quarters now.

On the other hand, peer company Page Industries has, through diligent price hikes and successful broadening of its product basket, kept sales growing at above 20 per cent in this period. Maxwell Industries, which retails brands such as VIP and Frenchie, also managed better growth than Lovable Lingerie.

The Lovable stock, with trailing 12-month price-earnings multiple of 32 times, is at a 57 per

cent discount to Page. But this discount is justified in the light of its poor performance and smaller size — Lovable's revenue is almost a tenth of Page's. Lovable's valuation is also above its own historical three-year average of 27 times.

Investors can sell their holdings in the stock; those who bought it on our earlier recommendation in 2013 stand to make an absolute profit of 26 per cent.

## Growth slows

Lovable Lingerie is present across price points through the Daisy Dee, College Style and Lovable brands. The Lovable brand accounts for about 60 per cent of revenue. Though the essential nature of innerwear does offer some protection, the company does not seem to have made the most of it, compared with peers.

From the March 2013 quarter onwards, revenue growth has been in a band between 4 and 7 per cent. This is significantly below the 15-17 per cent growth in the quarters before.

One reason was that, to draw

in wary consumers, Lovable desisted from hiking product prices in 2013-14, even as the cost of cotton and synthetics were rising. That the company simultaneously cut advertising and promotional costs in the 2013-14 fiscal didn't help either.

Raw material cost, as a proportion of sales, rose from 39 per cent in 2011-12 and 2012-13 to 43 per cent in 2013-14. Staff costs also rose.

Reduced ad-spend and other income helped maintain operating profit margin at the average 20 per cent for that year. For the nine months to December 2014 too, the raw material-to-sales ratio rose. But with no cutbacks in other expenses, profit margin fell 3 percentage points to 15.4 per cent. Capacity expansion, funded through proceeds raised from Lovable's public offer in 2011, led to higher depreciation outgo. With slower sales as well, net profit grew at a low 5 per cent in 2013-14 and fell 11 per cent for the nine months to December 2014.

## Yet to take off

The company's receivables are also mounting, up 82 per cent at end-December 2014 compared with the year-ago period as the



company faced trouble in its distribution channel.

The company has since undertaken some price hikes to compensate for higher cost of material and labour. But input prices are now declining as excess supply weighs on cotton and falling crude oil makes synthetics cheaper. The company may not, therefore, be able to raise prices enough to expand growth. While profit margin could improve, a strong underlying sales growth is required for sustained performance.

Lovable plans to focus more on the premium end of its product range to boost growth and

margins, but this strategy may take some time to pay off. It also signed a licensing agreement with Adidas late last year to produce and sell the brand for three years. But here too, as there are already many other licensed players retailing the Adidas brand, the agreement may not give the company an edge over peers. Lovable may also need to step up promotional spending which can weigh on margins.

The company still has ₹50 crore left from its public issue proceeds; half of this was earmarked for a joint venture investment which has not yet materialised.

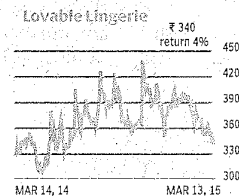


## Why

- High valuation
- Slowing growth
- Concentrated product segment

## Did you know?

The planned amalgamation of Lovable Lingerie and Maxwell Industries (maker of VIP and Frenchie brands) in 2006 was withdrawn in 2007



## TEXTILE BODY FOR LOWER EXCISE, IMPORT DUTIES

**New Delhi, 15 March:** Representatives from South Indian Mills Association met textile minister Santosh Gangwar and sought reduction in excise and import duties while pitching for higher fund allocation.

“It is essential to reduce the Central excise duty on man-made fibre from 12 per cent to six per cent on par with cotton and also remove the five per cent import duty and four per cent special additional duty.

“This is to enable Indian textile industry to achieve a substantial growth rate in the markets of man-made textile products as this segment has not achieved any growth rate over a period,” South Indian Mills Association chairman T Rajkumar said. P11



## जनपथ पर हथकरघा प्रदर्शनी

नई दिल्ली (ब्यूरो)। जनपथ स्थित हैंडलूम मार्केटिंग परिसर (इंडियन ऑयल बिल्डिंग के निकट) के तृतीय तल पर राष्ट्रीय हथकरघा प्रदर्शनी का उद्घाटन 9 मार्च को किया गया। राष्ट्रीय हथकरघा प्रदर्शनी, कार्यालय



विकास आयुक्त-हथकरघा, वस्त्र मंत्रालय भारत सरकार की राष्ट्रीय हथकरघा विकास निगम (एनएचडीसी) लिमिटेड के सहयोग से भारत के विभिन्न नगरों में हथकरघा बुनकरों को अपने उत्पाद सीधे बाजार में उपभोक्ताओं तक पहुंचाने में सक्षम बनाने के लिए एक पहल है। यह प्रदर्शनी जनता के लिए 29 मार्च 2015 तक सुबह 11 से सायं 8 बजे तक खुली रहेगी। इस प्रदर्शनी में आंध्र प्रदेश, असम, बिहार, छत्तीसगढ़, दिल्ली, गुजरात, झारखंड, जम्मू-कश्मीर, कर्नाटक, मध्य प्रदेश, महाराष्ट्र, ओडिशा, राजस्थान, उत्तर प्रदेश पश्चिम बंगाल के उत्पादों को प्रदर्शन और बिक्री के लिए रखा गया है।

# उद्योगों के विकास में मदद नहीं दे रही अखिलेश सरकार : गंगवार

बरेली, 15 मार्च (जनसत्ता)। केंद्रीय कपड़ा राज्य मंत्री संतोष कुमार गंगवार ने आरोप लगाया कि 'मेक इन इंडिया' कार्यक्रम के तहत उत्तर प्रदेश में उद्योगों के विस्तार के लिए राज्य सरकार से मदद नहीं मिल रही है। उन्होंने कहा कि फर्रुखाबाद और दूसरे स्थानों पर टैक्सटाइल पार्क बनाने की परियोजनाओं के लिए कई बार पत्र लिखने के बावजूद अब तक जमीन नहीं दी गई है। वे विकास परियोजनाओं को लेकर मुख्यमंत्री से मुलाकात भी कर चुके हैं, लेकिन राज्य सरकार की ओर से अब तक कोई ठोस कदम नहीं उठाया गया है।

केंद्रीय कपड़ा राज्यमंत्री संतोष कुमार गंगवार ने यहां पत्रकारों से बातचीत में कहा कि राज्य सरकार की दिलचस्पी उद्योगों के विकास से ज्यादा इस मुद्दे पर राजनीति करने में नजर आती है। उन्होंने राज्य विधानसभा के बजट सत्र के दौरान मुख्यमंत्री अखिलेश यादव के उस बयान को दुर्भाग्यपूर्ण करार दिया जिसमें उन्होंने केंद्र के मेक इन इंडिया कार्यक्रम को 'हवाहवाई' बताते हुए कहा कि अब तक केंद्र ने किसी परियोजना के लिए जमीन ही नहीं मांगी है।

उन्होंने कहा कि केंद्र की मोदी सरकार राजनीति से ऊपर उठ कर देश के सभी राज्यों का विकास कराना चाहती है। उन्होंने कहा कि उत्तर प्रदेश सरकार को विकास के मुद्दे पर सिर्फ राजनीति करने के बजाय जमीनी स्तर पर काम करने में दिलचस्पी दिखानी चाहिए। उन्होंने कहा कि मुलाकात के दौरान मुख्यमंत्री ने उन्हें राज्य में दो नए

निफ्ट (नेशनल इंस्टीट्यूट ऑफ फैशन टेक्नोलॉजी) खोलने का प्रस्ताव दिया था, जिसे उन्होंने स्वीकार कर लिया था। लेकिन इस परियोजना के लिए जमीन और धन राज्य सरकार को मुहैया कराने हैं। इस मामले में भी मुख्यमंत्री ने अब तक कोई सकारात्मक पहल नहीं की है।

उन्होंने कहा कि फर्रुखाबाद और दूसरे स्थानों पर टैक्सटाइल पार्कों की स्थापना के लिए भी राज्य सरकार को कई बार पत्र लिखने के अलावा व्यक्तिगत रूप से भी जमीन जुटाने का अनुरोध किया, लेकिन अब तक कोई नतीजा सामने नहीं आया है। राज्य में उद्योगों के विस्तार की धीमी गति के लिए तो राज्य सरकार खुद जिम्मेदार है। मुख्यमंत्री बेवजह इसका आरोप केंद्र के सिर मढ़ने की कोशिश कर रहे हैं।

उन्होंने बताया कि पहला टैक्सटाइल पार्क बरेली में खोलने की प्रक्रिया शुरू की गई है। इसे पीपीपी मॉडल पर विकसित किया जा रहा है। यहां पार्क की स्थापना से तकरीबन 12 हजार लोगों को रोजगार मिलेगा।

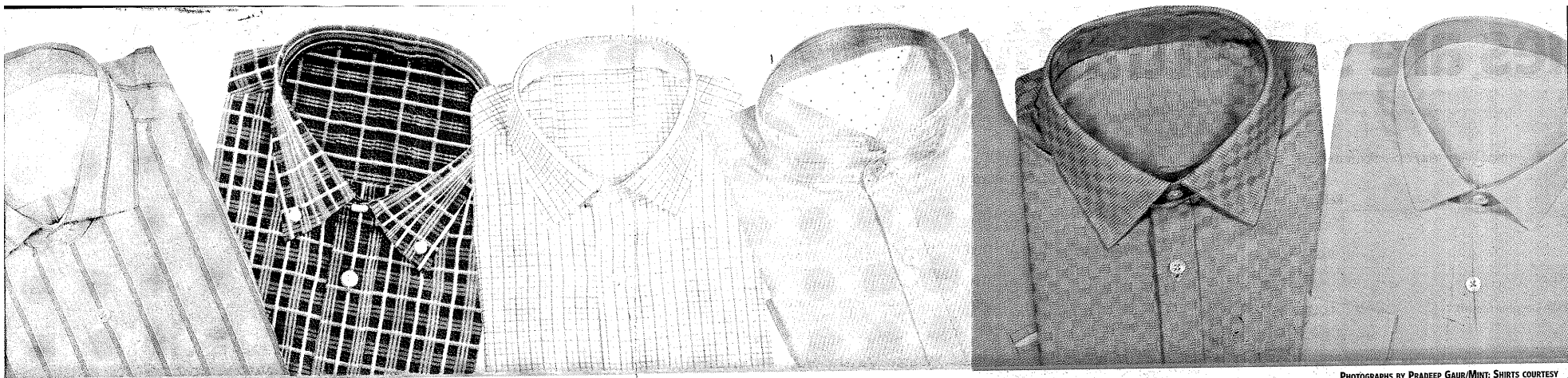
उन्होंने बताया कि शनिवार को इस परियोजना को रफ्तार देने के मकसद से केंद्रीय टैक्सटाइल सचिव एसके पांडा ने भी यहां दौरा कर उद्यमियों से बातचीत की है। पार्क के अंदर एक कौशल विकास केंद्र भी खोला जाएगा। वाराणसी, बरेली और कुछ दूसरे स्थानों पर हस्तशिल्पियों के लिए मेगाकलस्टर भी बनाए जा रहे हैं इससे स्वरोजगार के अवसर काफी बढ़ेंगे।



## **Textile industry seeks lower duties**

Representatives from South Indian Mills Association met textile minister Santosh Gangwar and sought reduction in excise and import duties while pitching for higher fund allocation.





PHOTOGRAPHS BY PRADEEP GAUR/MINT. SHIRTS COURTESY PETER ENGLAND/ALLEN SOLLY/VAN HEUSEN/16 STITCHES

# COLLAR CLUES

The world of collars can confuse even shirt connoisseurs. These pointers can help you decide which one to pick for your workplace and what to avoid on a night out

By P.S. BHAVANA

The correct collar is a sign of a man's good taste in clothing, says Bengaluru-based Tejinder Singh, chief operating officer of Arvind Internet Ltd, which launched Creyate, an online bespoke tailoring venture, last year. Arvind Internet Ltd is the online arm of textile and branded apparel maker Arvind Ltd.

A good collar not only grips your neck perfectly, but also drapes and falls precisely. Picking the right collar type for an occasion isn't always easy.

For starters, the fundamental rule while selecting collars is to stay away from droopy ones, says Mumbai-based Punit Chokhani, founder of online portal 16 Stitches, which allows you to design your own shirt. Chokhani says there are probably a zillion collar styles but it's better to go with crease-free and upright (stiff) collars.

The most common collars available, he says, are the button-down, spread, wide-

spread, banded and wing tip.

Vito Dell'Erba, creative director of worsted fabric manufacturer Raymond Ltd, adds point, full-cutaway, semi-cutaway, Mandarin, penny button-down and Peter Pan to this list. Mumbai-based Dell'Erba stresses on the importance of keeping the occasion, your jacket and shirt fabric in mind while selecting the collar. "For example," he says, "a tweed jacket looks good with an extreme cutaway collar, and power suits (stiff office suits with sharp cuffs and wide shoulder pads) with a chairman collar."

Akshay Narvekar of Bombay Shirt Co. (BSC), an online bespoke shirt brand, says: "The construction of the collar is extremely important. This means that the quality of the interlining used in the collar should be a perfect mix of volume and pliability. It should neither be too stiff, nor too soft," he says. At BSC, collars are segregated into 14-15 types according to shape, and have quirky names like Prince Charlie, Mad Men, Evil Pandit and Hipster. Mumbai-

based Narvekar explains: "The types differ based on the angle of the collar. In general, traditional collars tend to be more pointed and are worn with a tie, while wider collars are more versatile." While choosing collars, go for a style that suits the shape of your face. "The thumb rule is—a wider collar for a thinner face and a pointed collar for a wider face," says Narvekar.

Bengaluru-based Jayanth Gurumurthy, head, design, Allen Solly, slots collars under two heads—business and casual. The business collars, he says, are more conservative and come with formal shirts (that bankers and stockbrokers swear by). They are forward-point, medium-spread, contrast, formal button-down, and two-button (at the band). The casual collars, on the other hand, are fashionable variations of these styles. They are button-down, club, wing tip, narrow or slim, and band or Mandarin.

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## GET IT RIGHT

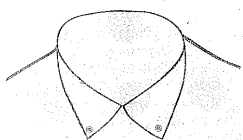
We asked some sought-after brands to list their collar rules

- While trying a collar, adopt the one-finger rule. If you can fit one finger comfortably between the collar and your neck, it's perfect. If the gap is more, say, two fingers, the collar's big for you
- Another way to know if you are going for the right fit is to lay out the shirt and measure the distance from the centre of the collar button to the outer edge of the buttonhole. Ideally, it should be half an inch more than your actual neck size
- The collar's tips and outer edge should be covered by the blazer or suit jacket's lapels. To ensure this, always fit your dress shirts and button-downs before fitting your jackets and blazers.

—Karunesh Vohra, creative director, Louis Philippe

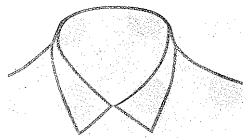
- Flaunt perfect collar points for a professional and sharp look
- While storing shirts, always use collar stays (sticks, bones, knuckles, tabs or stiffeners).

—Vani Kannan, creative director, menswear, Van Heusen



### Button-down

It was invented for polo players, to keep the collars from flapping, and has its roots in the oxford button-down shirt. This evolved yet traditional version (with a softer roll) works best for lunch or weekend dates with or without a tie. To give a more dressed-up look, wear it with a slim tie. It goes well with loafers and chinos too. It suits round or wider face cuts. Avoid wearing it with a double-breasted suit. The buttons should always be fastened.



### Spread

The term refers to the width between the collar points. It should be worn with a larger tie-knot (full Windsor or Shelby). The spread should always be proportionate to your face. If you have a wide or big head, avoid an extremely narrow or wide collar spread. The spread's cousin is the Abbreviated Spread, a sporty version, which is meant to be worn without a tie and with the top button undone.



### Half- or semi-cutaway

It is a versatile collar that works both in professional and casual settings, and with a variety of tie-knots and sizes. Ideally, however, it goes better with larger tie-knots (half and full Windsor). It looks perfect undone (a button or two) under a jacket. It emphasizes the width of the neck, so wear it if you have a slim and long neck. It counterbalances narrow or slim face cuts and features.



### Mandarin

This short, unfolded stand-up collar (also referred to as Nehru, military or Chinese collar) is perfect for occasional wear. It is quite fashion-forward, or non-conformist. It is not worn with a tie, but is teamed sometimes with a suit for formal events.



### Forward-point

This is a classic collar that graced military-issue dress shirts from World War I. Because of its narrow spread (width), it goes well with a four-in-hand tie-knot, and with small and medium tie-knots. It is also described as a straight-point or narrow-point collar. It has a slimming effect on men with medium to wide face cuts.



### Point collar

This is a classic and one of the most common turn-down collar styles. Although it is similar to the English spread (collar points in both are exactly the same in length), there are constructional differences in the spreads—the English spread is wider. Ideally, a point collar can be teamed up with any formal suit for most occasions, and works well with a four-in-hand tie-knot. Its downward collar tips or points make the wearer's face appear a tad longer.



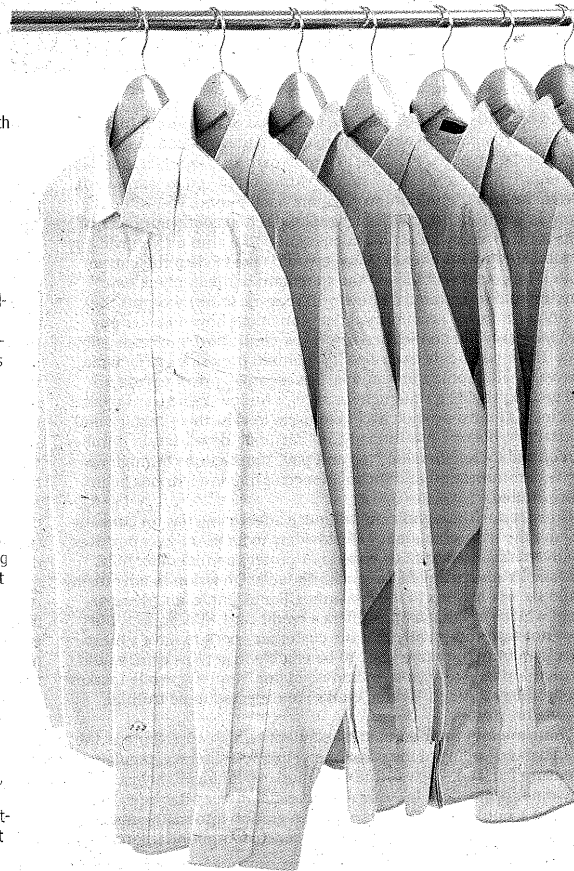
### Wing-tipped

This is an extremely formal collar worn for black-tie events with a bow tie (tuxedo, dinner suit, cutaway suit or morning coat). It is starched and short, with wing-like tips that point outward horizontally. The wings are always tucked behind the bow tie.



### English spread

This stiff and formal collar is a staple. It looks good with a well-pronounced Windsor tie-knot (preferably with classic, micro-floral patterns), and goes with small tie-knots and bow ties as well. It can be worn with a suit and tie, or unbuttoned, with a blazer. As the spread is not extremely wide, it suits most face cuts, especially oval.



ILLUSTRATIONS BY RAJAN/MINT