

SEPTEMBER 2019 | QUARTERLY

# Fashion Konnect

₹100

VOLUME 1 ISSUE NO.1

[fashionkonnect.in](http://fashionkonnect.in)

*A magazine for apparel brands, retailers and consumers*



**COVER STORY**

**10** DIYA: The light of modern fashion

**22** Survival of regional retailer sharks

**34** Designing with local taste

**38** A kingly name in Balaramapuram

**48** Fashion Trends

**60** Mural Magic

**62** Miss Queen of India 2019

[fashionkonnect](#)

[fashionkonnectmagazine](#)

[fashionkonnect](#)



# Luxury SOCKS Specialist



**Supersox<sup>®</sup>**





*In a market that is dominated by low quality products, there is a huge space for branded players, because there is a massive size of customers, with buying capacity, looking for premium quality product that can fetch them value for money.*

**S**uper Knit Industries is one of the top players in India's socks manufacturing business. Its brand Supersox is expanding its footprint rapidly to make its presence in stores across India, besides being available in all leading online stores. The premium brand makes its customers proud of using a product that adds to their dignity.

The Founder and Chief Executive Officer of Super Knit Industries, Naval Saraf declares: "Our main goal is to ensure impeccable product quality, consistent customer satisfaction and unmatched services." Saraf, a veteran in India's socks industry, started Super Knit Industries in 1999 with major focus on exports of high quality socks. Roughly 90 per cent of the company's products were exported to Europe in those days. Super Knit Industries' business expanded fast mainly because of its ability to deliver premium quality products at affordable price in the domestic market.

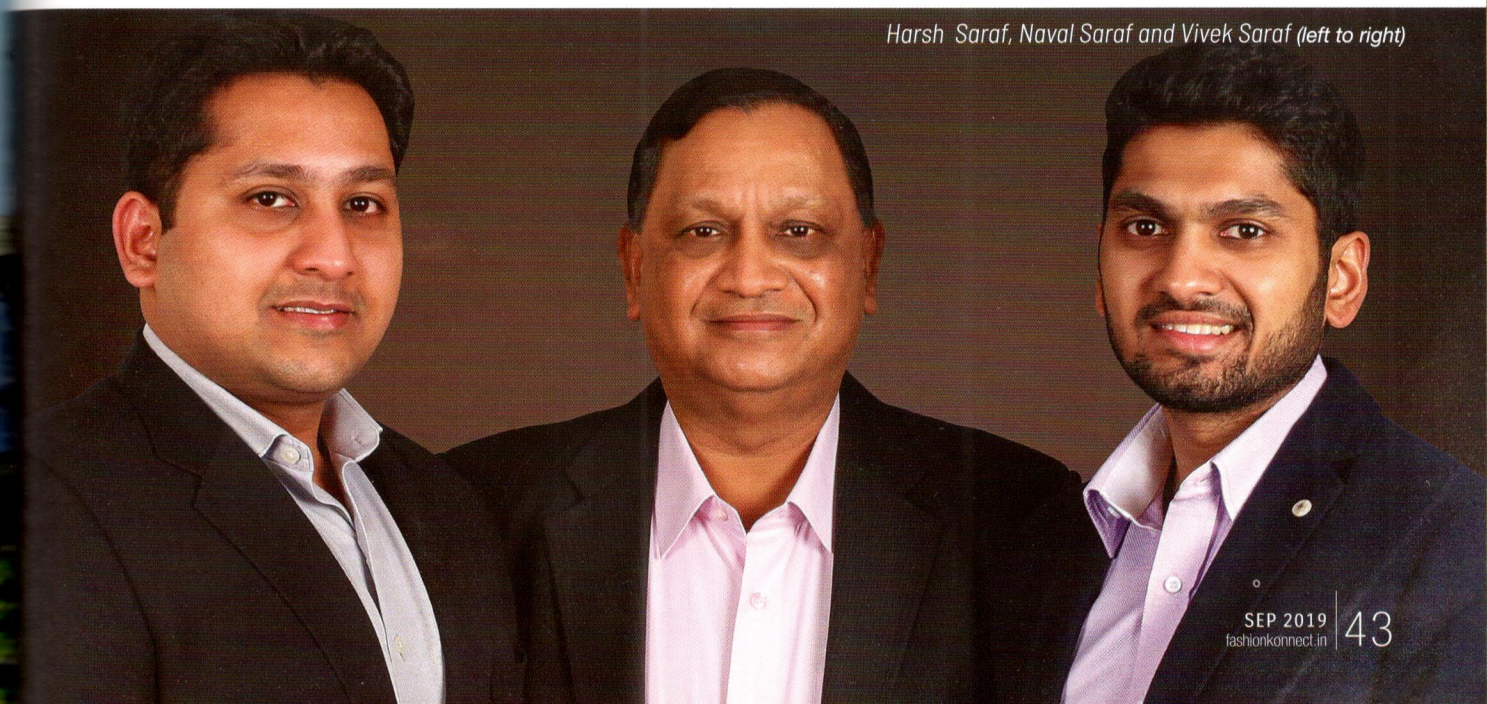
In the year 2011, Naval Saraf's sons Harsh and Vivek took up the mantle and launched a brand under the name Supersox in the following year with an aim to deliver Indian customers the luxury of high quality socks.

While Harsh looks after the marketing, Vivek heads production and quality control. The talent of two young entrepreneurs put together to build a brand for a big product family, that is socks of wide varieties, various ranges and styles.

The size of Indian middle class has been growing faster in the last two decades. Along with this, the Saraf brothers' pursuit for making superior quality product also assured them enough space for their business in the market, where they have a strong domain knowledge. They found huge growth opportunities in the business, provided they were capable of offering a wide range of superior quality socks. Indian customers also deserve the privilege of luxury, they believe.

"We know building a brand is expensive and tiresome in a market that is dominated by unbranded players," says Harsh. But he sees enough space for the product that his company manufactures, thanks to the quality manufacturing system the company is equipped with. He is confident of his business thriving on the changing lifestyle of Indians, who now have better consciousness about quality products and prefer one that delivers good value for money.

Harsh Saraf, Naval Saraf and Vivek Saraf (left to right)







In a market that is dominated by low quality products, there is a huge space for branded players, because there is a massive size of customers, with buying capacity, looking for premium quality product that can fetch them value for money. Though the exact size of socks business in India is not ascertained, it has an equal growth potential that apparel market holds. As a product, socks has larger retail space for reaching out to customers since it is sold through multiple channels of apparel showrooms, footwear and other accessory stores. The company sells its entire range of products in line with the general trade.



The company has a strong sales team consisting of 80 people, who are in touch with retailers on regular basis. It has 200 distributors across India, who collectively reach out to 15,000 shops. Now more and more retailers are getting familiar with our brand and in the process, we reach new numbers," Harsh explains. As a part of the company's marketing effort, it uses social media platforms also. Besides the conventional offline stores, Supersox variants are also sold through leading online stores. Today, e-commerce is an important business channel. Prices of Supersox are the same in both offline and online stores. On Amazon platform it attracts





# Supersox<sup>®</sup>

*Best quality manufacturing system, design and development systems and the adoption of the best business practice bring high dignity to the brand among the quality conscious customers.*



substantial business. "We are present in all leading online stores, including Flipkart, Amazon, Myntra and Jabong.

Supersox' offline presence is also strong with 90 per cent of the overall business emerging from conventional retail stores. Since the products attract good size of customers through retail stores, it finds no reason to sell its products at discount through the online channel. This has made the management move away from popular style of selling at deep discount. "We believe in healthy business practice and delivering value for money," he points out. At present, the offline business is growing at the rate of 70 per cent a year. No doubt, the online business is also growing at the rate of 60 per cent without any major marketing initiative and offer of discounts. The online business is growing automatically in tune with the overall business growth through e-commerce channel, as the order of the day.

Supersox is umbrella brand for a huge collections of socks for all categories of users including women, boys and girls, besides men. The variants include collections of fashion, winter, core and kids in many styles and comforts. The winter collections include accessories

like tights and stockings. Other than socks, Super Knit Industries also has two diversified products such as boxer and handkerchief. Harsh sees synergy in these products since these are also sold through the same retail stores which sells socks. "We can make use of the Supersox marketing network to sell these products also. But, quality is the common ethos in whatever the product the company rolls out. "We don't compromise with quality aspects," he says.

Best quality manufacturing system, design and development systems and the adoption of the best business practice bring high dignity to the brand among the quality conscious customers. Supersox offers the widest range of socks, including trendy and luxury variants, to all age groups and suffices the needs of consumers' entire life cycle. It is a one-stop-shop socks solution for every family member. ■

