

Heimtextil India and Ambiente India 2018 earn repute for quality product sourcing and design content

Adorned with the most attractive collections from 165 exhibitors and more than 300 brands, Ambiente India and Heimtextil India put on a spectacular show this June attracting 7,059 trade buyers and design professionals. The co-located platforms have earned a repute among buyers for quality product sourcing and its business-focused design content.

India's foray into the world of home fashion innovations begins at Heimtextil India and Ambiente India every buying season. With the theme of "My Heritage, My New India" the 2018 edition of Heimtextil India and Ambiente India traced heritage influences and modern design inspirations through novel product displays and first-looks of the season.

2018 saw the return of world-renowned brand D'décor with its newly launched Fabricare, along with Aadyam Handwoven by Aditya Birla Group, Reliable Drapes known for their stunning fabrics and theme-based designs; décor brands such as Indecrafts, Threesixty, Sunrise-the gift world, Le Dimora, Tashnaa for the noteworthy craftsmanship, unique wallpaper concepts by All India Wall Paper Coverings Association; and inspiring heritage showcases in miniature painting, terracotta, cane & bamboo arts, wood carving & wood inlay, bidri craft, mithila painting, wood carving, brass engraving and pottery put up by National Awardees.

Buyer delegations from Hospitality Purchase Managers Forum (HPMF), Buying Agents Association (BAA), Corporate Gifting Association of India (CGAI) who visited the fair reportedly developed a strong network of suppliers they would be sourcing home, lifestyle, fashion and textiles products from and many business deals were generated during the three days in the capital. Exhibitors reportedly confirmed to have also met buyers from Australia, China, France, Germany, Japan, the UK & the USA.

Mr Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holding Ltd said: "We have always had a clear objective of attracting only relevant, quality buyers and design professionals to the show. Our specially curated fringe programmes for segments of our client's business interests reflect that. The overwhelming industry feedback has re-instilled confidence that this edition once again generated strong associations with business being the prime focus."

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Mr Lokesh Parashar, President, Buying Agents Association shared: “June is the right time for our industry, and as buying agents we look for new developments. Out of the brands I met at the show, I have five cards which are star marked for me to source from in the near future. This platform is a good combination of exhibits, special features and design discussions. The trend today is more towards project business and Heimtextil India is the only place with so many project designers, architects, interior decorators and artists on one platform in the country. Definitely you will see us at the show again next year”

Mr Mohan Deshpande, Chairman, Hospitality Purchase Managers Forum (HPMF) said: “We have been associated for last three years and every year the sourcing experience goes beyond expectations. With so many suppliers, we get the best price and better, new product developments, host of artefacts and leather items which are required for the hotel industry. Moreover, we met many designers who can work on our projects according to our specifications. I am coming up with two projects in Pune and hope to tie-up with them and the suppliers here for our requirements.”

Industry Connect Programmes

The association of Heimtextil India and Ambiente India with Institute of Indian Interior Designers (IIID) brought the spotlight on design thinking as a commercial tool for the industry. Renowned international speakers – French designer David Landart & Finnish designer Susanna Björklund together with Mayank Mansingh Kaul, Founder, The Design Project India keyed their observations on Trends 2019 merging traditional ethos and contemporary ideas.

While Mr Pratap Jagtap, President, IIID said that the trend is moving towards returning to the Indian roots and capitalising on the legacy of art and craft, Mrs Radhika Viswanathan, Chairperson, Delhi Chapter, IIID shared: “We are very happy that we partnered with Messe Frankfurt for the panel discussion on ‘looming large – defining design’ focused on trends. The three panellists from diverse sectors gave insights on current counter trends, forecasts merging with the Indian context which tied up very beautifully together.”

Stimulating inputs on luxury products buying for the niche market were shared by Buying Agents Association of India (BAA) whereas The Guild of Designers & Artists (GDA) presented an untold version on Indian Textiles trends and its progressive world demand.

ILA Experience Zone

Reckoning a name among the high-profile design events, the 4th edition of Interior Lifestyle Awards and ILA Zone garnered much attention and engagement from the Indian home fashion and design professionals for its progressive design and commercial scope. The celebratory night hosted on 27 June 2018 had a charismatic spell by the presence of artists, exhibitors, designers, businessmen with textiles and interior companies around the nation. With over 500 entries from across the

nation, ace brands as well as upcoming names competed for glory and recognition. The 2018 winning titles were bagged by Ms Jaya Kanwar for home textiles and by Mr Hitesh Sharma and Mr Pravinsinh Solanki for home décor category. These three winners will represent India in Frankfurt, Germany in 2019.

High-demand for 2019 editions

With the beneficial business response and the focal point of the worldwide consumer goods market to be on India at the upcoming Ambiente (Partner Country India at Ambiente Frankfurt 2019), the industry has set eyes on the next edition which is sure to be a crowd puller. Confirmations are pouring in from across the industry associations, brands and international delegations who will be participating at the upcoming edition:

Mr Sanjay Arora, Managing Director, D'Decor Exports Pvt Ltd

"D'Decor's brand vision is to develop and create innovative concepts, designs and furnishings as well as to provide its customers with one-of-a-kind, bespoke home design solutions of the finest quality. True to this commitment were our latest launches in rugs, curtains, sheers, blinds on display at Heimtextil India 2018, along with the introduction of FabriCare, a functional yet stylized range of spill & stain resistant fabrics that come with a special hydrophobic coating that makes most liquids bead up like water on a lotus leaf which can easily roll off. Our association with Heimtextil India over the years has always been successful and this year has been no different. It is a great platform for us to showcase our latest innovations & launches to the right customers at the right time which delivers the best results to us."

Mr Asish Goyal, Managing Director, Sunrise-the gift world

"This is an awesome platform to get introduced to interior designers, retail chains and many big store owners. We have managed to acquire good leads and business right from day one. We are sure we will be participating every year in Ambiente India because of the clientele we have got from here."

Mr Kewal Mehta, Hon. Secretary, All India Wallpaper Covering Association (AIWA)

"It has been a very good business experience for everyone here. We plan to return with five time's larger participation in the next edition."

Mr Akkarabhong Srisupandit, Deputy Director General, Office of Small and Medium Enterprises Promotion (OSMEP), Thailand

"Thailand and India have a very long relation, with India offering a large market for Thai SMEs. Brand Ambiente is one of the best in the world which is why we decided to come here and the response to our displays has been very well received. Some of the SMEs here got a lot of buyers already from day and have reported good feedback. We are exploring a long term deal and will consider coming back in 2019"