

Our main focus is on creating new collections around our USP

GRAVIERA

Responses by – Mr. Rahul Agarwal, Director, GBTL

Q1. Describe your brand journey and how consumers have played a vital role

With a rich heritage of over 40 years, Graviera from GBTL Ltd., has been able to maintain a strong and loyal bond with its trade partners. A pioneer in the ready-to-stitch, over-the-counter Fabric Industry - with top celebrity Sushant Singh Rajput as their brand ambassador. A popular brand in our country, they provide pro-fashion fabrics at affordable prices. An elaborate and well-established PAN-India Distribution channel in place with Dealers associated for over 25 years has enabled them to cater to a multitude of consumer needs via a wide and unique variety of collections since the brand's inception.

Consumers have played a vital role in the success of Graviera because product sales are directly related to their buying patterns and industry trends. Hence, their choices have been an important part of all our plans, be it product-based decisions or marketing strategies.

Q2. What are the current/top trends in your market?

Being in the Fabrics industry, competition is increasing every single day. To be on top of the game, one has to be in sync with the top trends in the market.

Presently, from a fabric point of view, **optimum and 'breathable' textures** are in vogue. In terms of colour play, latest color trends like **coral, dusty rose, sky blue – primarily pastel shades** – are ruling the markets.

Q3. How important is it to keep up with the market trends?

A major portion of our product and market strategies include being up to date with the market trends as product development must always be based upon what the consumers want.

We keep a close watch on the buying patterns and check forecasts to envisage the consumer wardrobe in upcoming seasons.

Constant innovation is necessary to create a niche in the market.

Q4. Being a dynamic industry, can one brand change or create patterns in the said industry?

Yes, one brand can change or create patterns in the said industry. The crux of this matter is to observe and analyse the market over a set period of time, to be able to gauge a predictable manner of events in the Industry. Also, and equally necessary is to sense anomalies ahead of the curve.

This gives a brand the upper-hand in sensing trends and helps in panning out and creating a new strategies basis that.

Q5. What does it take to become an apparel/ textile manufacturer?

The right combination of machinery, factory area, work-force and resources can enable one to be an apparel or textile manufacturer. Of course, one also needs to have a keen eye for spaces or gaps to fill in this industry, because this will help in driving innovation at an ideal pace.

Q6. What are the benefits of Quality Control?

There are numerous benefits of Quality Control such as the following:

- **Set Vendors or resources** – Once the quality check is done and the brand finds its ideal resources or other parties, the latter bits can stay with the brand as long-term associations. This goes a long way in reducing variability of all materials involved
- **Heightens Customer Satisfaction** - Quality control is an essential element in producing high quality products that meet customer expectations. Further leading to customer loyalty, this helps in creating a stable revenue stream and a strong word-of-mouth channel
- **Employee Satisfaction** – Creating high quality products assure an employee that their company is doing it right, thus building an Employee Consciousness Value with them

Q7. What are the different ways of Textile/Apparel Quality Control?

Currently, our main focus is on creating new collections around our USP, 'stretch fabrics', as our 'Twist-and-Twist' range is available in Poly-Viscose (PV) and in PV Blends which is comfort-driven and naturally wrinkle resistant. It's an ideal fabric play for those 'on-the-go'. Interestingly, this was also created based on consumer insights seeing a white space of the market being bereft of 'stretch' fabrics.