Our main focus is on launching new collections as it is imperative to be in sync with industry trends

Responses by – Mr. Rahul Agarwal, Director, Donear NXG

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

DONEAR NXG marked Donear Group's foray in the clothing segment in order to capture a new audience, leading to the vertical integration of DONEAR Group fabrics to apparels.
The brand was made to target the middle and upper middle class group as Donear NXG is fashionable and affordable – an ideal combination for consumers.
It was created for the young and successful professionals & entrepreneurs who have achieved success in their respective fields, where it offers premium and internationally styled collection with its exciting range of shirt, trousers & denims designed with the finest quality of fabrics, contemporary cuts with superb fits and soft and bold colours that bring in freshness & the transparent meaning of fashion with quality.

Consumers have played a vital role in the success of Donear NXG because of their acceptance of the brand in a massive way.
Apart from this, consumer insights also play a major part as they help us with our product development and marketing strategies.

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

Being in the Apparels industry, it is a well-known fact that our Industry is constantly evolving. Someone's choice at this current point of time might differ a fortnight from now.

As of now, the current trends in the market include floral prints, stripes, Fashion formals, stretch in top wear and bottom wear.

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. Constant innovation is necessary to keep up with the competition as well.

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. This gives a brand the upper-hand in knowing what is going to pan out and create a new strategy basis that.
You can play with elements and plan a new trend to enter the market, hence enhancing the chain of anticipated patterns with nova spectrums.

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

If you have raw materials, machinery, factory space and adequate work-force, one has enough to become an apparel or textile manufacturer. Apart from this, constant innovation in the game is required because the industry's competition is immense.

Q6. What are the benefits of Quality Control?

The benefits of Quality Control are two-pronged – one for the consumers, one for the employees. Any kind of quality control or relevant accreditations build credibility amongst the consumers, which goes a long way in increasing sales.
For the employees, the aspect of quality control makes them feel good about being a part of the company, hence boosting their efficiency and confidence as well.

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

There are industry standards that we follow for quality checks. One of the most common method is the AQL method wherein, the no. of defects in fabric inspection is given points and based on the total no. of points the fabric is accepted or rejected. As for Apparels, we follow stringent norms where in the fabric supplier is required to send standard test reports such as FTP, GPT along with the fabric for us to approve the same. Moreover, while production there are cutting pattern approved by in house quality checkers and then there are inline, midline and final finishing check points that our quality controller follows.

Q8. Any expansion plans in the pipeline?

Currently, our main focus is on launching new collections as it is imperative to be in sync with industry trends.