We could see more-n-more consumers jumping on the wagon of buying fashion online

Mr. Naresh Kumar Kalavala : Founder and CEO of Taamara

State About the Roadmap for Taamara brand in India

We are d2c fashion brand launched our platform "www.taamara.online" in the just recent days with the long vision of becoming one of the largest players in the d2c women fashion segment. Taamara focuses on designing everyday casual wear which is affordable yet latest trendy and aspiring to wear. We are adopting omni-channel strategy to increase the presence of our brand, as we have started our online platform our focus is increasing its reach through social media and other channels by communicating our product value proposition to our target segment of consumers. We have started our first offline store at HSR Layout, Bengaluru and by September we have laid plans to open 12 stores in Bengaluru and Chennai and more are going to follow across the country, and we are looking at a 20-store size retail chain by December 2022. Our online portal helps us target the widest reach of the consumers across the country, where in our offline stores will speak our design language helps to connect and understand the consumer requirements. We are leveraging on using best of the technology to integrate our online and offline platforms focusing on delivering the best service to our customers. On the contrary we are expanding our product offerings, we have added shorts and tunics to start with which is going to be followed by the introduction of a rich ethnic wear for which we have associated with the handloom co-operatives and NGOs to procure the fabric from the different rural areas of northern part of Karnataka. Our association is helping to revive the dyeing skill of handlooms and we are planning to take this program across the country.

1. **A Glance on the India's Diversified Purchasing Patterns**

India, our country is a blend of different cultures and rich heritage especially in fashion. Different regions with varied cultures resemble in fashion too, every region has its own preferences resembling what we wear and what we have learnt from our childhood which was the past. As we can see rapid advancements in the technology has erased the regional barriers which we can see across all the aspects in our life. Fashion according to me is dynamic and evolving at a rapid pace than we can imagine thanks to the social media. Availability of everything online has changed the buying patterns of the consumers especially when it comes to fashion, enormous number of options from different parts of the country are available at our fingertips today it's like consumer is spoilt by the choice nowadays. Fashion preferences of the consumers are evolving rapidly where people would love to try different outfits which they haven't tried or thought of trying in their past life trying to redefine themselves. As the way I see consumers are moving from a Planned purchase pattern to an "Impulse Buying" which is going to grow even more in the coming days and I feel the upcoming d2c brands will be ruling this space.

2. **The customer journey map : key Main Points Market is Facing and How to Solve Them?**

As I have said consumers are spoilt with the choice available at their fingertips, yet I can see there is a need to balance between the offerings, availability and the price point. Making sure a good aspirational product delivered to the consumer pitched with a right price point is a challenge. Aspirational fashion was always expensive and out of sight as it must pass many channels, d2c channel is the apt solution for addressing this which we are trying with our platform. At Taamara we design the everyday casual wear for the next gen aspiring women, by avoiding mediatory channels our outfits are not overpriced which is helping us to deliver value to our consumers without compromise on the quality, fit and the fashion of the outfit.

3. **What is the Future of fashion Wear Market by 2025?**

Future of fashion will be tech driven, of course new trends are going to emerge on how we wear and what we wear in but it's the technology which is going to give the reach for the evolving fashion. Be it the video commerce or AR or web3 which has all these technologies embedded in is going to enable the brands to showcase its products in a much more dynamic way redefining the shopping experience to the consumers. Already we are seeing the fashion preference barriers between tier-1 and tier-2 places are being erased and by 2025 we could see more-n-more consumers jumping on the wagon of buying fashion online. Adopting a technology solution which results in delivering value to the consumers will be the main key for the brands. Regarding the future fashion I would see a major drift in the consumers attitude which is going to portray on what they want to wear. Social media is going to have a big impact on the consumers choices, be it tier-1, tier-2 or tier-3 by 2025 we can see people from all the places having the aspirations to wear a modern or trendy fashionable outfits. According to me regional choices will take a back step in selecting the fashion.

4. **Know About the Unique Challenges in Fashion Logistics?**

Having a right logistic partner is a major key to the success of any online portal, its more in the case of a fashion portal. Fashion has a limited shelf life, and the timely deliveries plays an important role. In case of fashion e-commerce coordinating the logistics for accepting returns is always a major challenge and cost. Size and fit issues are the major reasons for the returns, we are trying to address this issue having a clear-cut size chart associated with the outfits in our portal, and we are building in awareness videos teaching how to measure ourselves.

5. **What is the Expected Growth of an Ethnic / Indo-Western fashion wear brand by 2025?**

We would be seeing exponential growth in both Ethnic and Indo-Western wear, as said consumer fashion preferences are very dynamic and evolving rapidly. Omni-channel approach is going to lead the way and adopting apt tech by the brands to deliver the new experience to the consumers, and which will help in increasing the brand reach is going to be the main key for the success. According to me everyday fashion is going to be the biggest segment on which our brand is counting more.