

Where business feels at home!

Be there for your business

HGH India 2018 will witness several innovations and product launches by leading Indian and international brands and manufacturers. They will also launch their new trade schemes for retailers & trade for the upcoming business seasons for 2018-19.

International brands and manufacturers making their debut in the Indian market will be looking for distributors, importers and business partners in categories like cookware, kitchenware, kitchen appliances, storage, general houseware, decorative accessories, wallpapers, bed linen, towels & bath linen, furnishing fabrics, decorative made-ups, floor coverings etc. HGH India will offer a unique opportunity for entrepreneurs wanting to invest in international business partnerships with focus on Indian market.



Many Indian producers and exporters will enter the domestic market with their own brands as well as private label production facilities. At this trade show, organised retailers, specialty retail chains and importers can find long term sourcing partners from India as well as other countries like Turkey, China, Thailand, Hong Kong,

Korea, Taiwan, Bangladesh, Sri Lanka and so on.

Well-established brands like Spaces, Bombay Dyeing, Trident, Boutique Living, Anna Simona will launch their new range in bed sheets and bed sets as well as towels and bath linen. Spaces in addition will introduce new designs in carpets & floor coverings.

Furnishing fabrics leaders like Dicitex, GM Fabrics, F & F, Rumors, KC Fabrics, Devaa Textiles, Universal Textile Mills, V & J, Jaydurga, Gem Collections, NuHome will introduce their new designs in upholstery, curtain, sheers and decorative furnishing and also launch their latest catalogues.

Visitors will also be able to find innovations from leading international brands and Indian market leaders in mattresses, table & kitchen linen, wall papers, blinds and window dressings, home décor accessories, fragrances & spa products, handicrafts, artefacts, gifts, cookware, tableware, kitchenware, kitchen appliances, storage and general houseware.

In today's highly competitive environment, HGH India is an effective trend information and sourcing platform for retailers to expand their merchandise range.

Home textiles to lead again

HGH India 2018 will once again reflect for the seventh year, the strong passion of Indian consumers at national level to decorate their homes and make them functional with textile products.

India is well-known globally for its high quality, creative and innovative home textiles and furnishing fabrics. Many Indian manufacturers and exporters are today amongst global leaders and are associated with world's top brands and retailers. Amongst them, leaders like Welspun, Trident, Indo Count, Bombay Dyeing, Textrade, Maspar, Dicitex, GM Fabrics, Shabari International, Gupta Textiles, Jayanita, Jindal and Suprint will be present at HGH India 2018, offering their world class quality and innovations to Indian consumers. Leading exporters from Mumbai, Delhi, Ludhiana,



Panipat, Jaipur, Ahmedabad, Surat, Bengaluru, Kannur, Karur and Coimbatore will be exhibiting their range specially created for the Indian market.

Home textiles and furnishing fabrics continue to be the largest selling categories in India's home products market. With a consumption growth of 15-20% CAGR, they are creating more and

more opportunities for existing as well as new retailers. Hundreds of new home textile stores are coming up across India every year. Many specialty stores like Jagdish Stores, Bharat Furnishings, Skipper, Darpan, Pride in cities like Mumbai, Delhi, Kolkata, Bengaluru, Hyderabad and Ahmedabad are fast becoming national chains with 5-20 stores.

HGH India 2018 will once again showcase latest product innovations by leading brands for bed sheets, bed covers, decorative beddings, towels, bath linen & bath accessories, furnishing fabrics, curtains & blinds with their accessories, decorative made-ups, mattresses & pillows, rugs & carpets, bath mats, table & kitchen linen and coir & jute products. They will as usual be housed in hall 1.

BRINGS OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS

Bed & bath linen

Bed & bath, which account for over 50% of all home textile sales in India, will once again be the single largest product category. Well-known national brands like Bombay Dyeing, Spaces (Welspun), Trident, Boutique Living (Indo Count), Mark-Home, Maspar, Anna Simona (Textrade), Sasson, Florida, DCtex (Dicitex), Bella Casa, Bianca, Skipper will present their new collections. Visitors will have a wide range to choose from prints, dobby, jacquard, sateen, solids, yarn dyed,



embroidery, quilts and applied designs in bed sheets, bed sets, bed covers, quilts, blankets, towels, bath robes, bath mats and bath accessories.

Panipat's traditional strengths in well-designed, high quality bath mats and bath accessories will be visible at HGH India 2018. Leading manufactures from this globally well-established export city, like Gaba Hometex, Tex-n-Craft, Best Home, Rivera Textiles, Elegant Weavers and Saral Home will showcase their unique range of bath mats, bath rugs and bath accessories

Bonheur (Krushna Cotex), a high quality new brand will be launching an interesting range of kids' printed and woven towels. Nandan Terry, well-known exporter from Ahmedabad will make their domestic market foray with a wide

range of terry towels. Vijay Textiles from Hyderabad will also showcase their range of bed linen and furnishing fabrics for the first time.

Decorative, handcrafted, block printed and ethnic style bed linen and decorative beddings will be offered by several exhibitors like Vaibhav, Gopalas, Sukhsagar, Westhomes, Bellacasa from Jaipur. Many other well-known volume players from Ahmedabad, Mumbai, Delhi, Jaipur, Panipat, Coimbatore, Kannur and Karur will also present a variety of beddings, bath linen, cushion covers and made-ups.

Mattresses & Pillows

As consumers in India gain more health consciousness and affordability, technologically advanced mattresses, pillows and sleeping products are gaining market popularity. Today, readymade mattresses market in India is growing at 100% per annum. New product launches is a continuous process in this category as both technology and materials drive innovations in quick succession.



At HGH India 2018, leading brands like Centuary, Peps, Springfit, Eclipse, Refresh, Hush, Magenta, Feather Lite, Livanto, Sleepmax and Memoir will unveil their range of coir, spring, memory foam and rubber foam mattresses, pillows and mattress protectors. Some of these brands are likely to bring either directly or through their international partners, a range of latest sleep technology products.

Retailers will get an opportunity to experience and understand qualitative differences among various types of mattresses. They can source the right ones for their market as variations in prices and product features are wide, even if these mattresses are coming from the same brand.

Furnishing Fabrics

With increasing number of new houses, demand for decorative furnishing, upholstery and curtain fabrics is on the rise across the country. This is also leading to entry of many new players in the market in manufacturing, marketing as well as retailing of these products.

As always, well-established market leaders like GM Fabrics, Dicitex, F & F, Rumors, V & J, K. C. Fabrics, Skipper, Vaneli, Devaa Textiles, Jaydurga Décor and Shah Deepchand will lead the action in this segment by launching their



new range and trade schemes at HGH India 2018.

Upcoming and promising players like Vaya Home (Bengaluru), V-Lad's, Indigo, (Surat) Gem Collections, Reliable Drapes, Stylla, Prachi Handloom, Super Woollen (all Panipat), Vijay Textiles (Hyderabad), FE Home, GM Mills, M. K. Fabrics, Nuhome, Murarka Creations, Drape Story (all Mumbai), Aartex, Klassik Lamitex (Delhi) and Anamika Fabs (Sonepat) will also showcase a wide range of curtain, upholstery, artificial leather, sheers and decorative furnishing fabrics as well as made-ups.

Well-known international brands like IFI (Greece), Aydin (Turkey), Casamance (France), Designers' Guild (UK), Zimmer + Rohde (Germany), Omexco (Belgium) will once again present their latest international innovations either directly or through their Indian partners.

Decorative and functional made-ups



Decorative and functional made-ups like cushion covers, decorative curtains, bed covers, quilts, bolsters, table linen and kitchen linen constitute important aspect of home textiles in the Indian market. In recent years, demand for well-designed and value-added made-ups has been going up, opening opportunities for high-end brands and designers.

HGH INDIA 2018: SOURCE FROM 550 BRANDS & MANUFACTURERS

Sensing this opportunity, Indian exporters, well-established in the world markets, are increasingly using HGH India as the platform to enter the Indian domestic market. Known for their immaculate designing and crafting skills in made-ups, brands like Maspar, Anna Simona, Shabari International, Tex-n-Craft, Bianca, Vaibhav, Westhomes, Best Home, SRC Creations, Lushomes, Rashmishree and Artage will unveil their new collections for the Indian domestic market.

Exclusive domestic market players like Skipper, Sanjona, Aalidhra Techtex, Aarkay and Aarnav will also be exhibiting their new lines.

Deco Window will introduce a wide range of decorative curtains, cushion covers, beddings, shower curtains alongwith complete range of accessories, tassels, curtain rods to provide one-stop end to end solutions in decorative and functional made-ups.

Carpets & floor coverings

As Indian consumers show increasing interest in decorating their floors, carpets & floor coverings are emerging as an important category in the market. Premium home textiles and home décor retailers are devoting bigger spaces to rugs & carpets in their stores. Specialised carpet stores are also coming up in all metro and mini-metro cities.



Well-known manufacturers and brands in hand-knotted and hand-tufted carpets, durries, area rugs, machine-made carpets, wooden flooring, vinyl flooring, artificial grass, carpet tiles and other forms of synthetic carpets and floor coverings will showcase a wide variety in hall 1 and hall 2 for the retailers to choose from.

Hand-knotted and hand-tufted carpets, made from wool, silk and viscose with their unique designs and fine workmanship have a high social and heritage value. These high quality

carpets, area rugs and durries from Bhadohi, Varanasi, Jaipur, Panipat and Agra, targeted at discerning buyers, will be displayed by established producers like Saral Home, Hari Om Decor, Design View, Saraswati Global, Karpets by RKS, Home Floor, GSR, Craftex, Artage and so on.

Due to their low cost and easy maintenance, machine-made rugs and carpets made from synthetic fibers are rapidly gaining popularity in India and worldwide. Spaces (Welspun), Divine, Sassoon and RKS will launch their latest range of machine-made carpets at HGH India.

From wooden flooring and synthetic flooring to artificial grass and carpet tiles- a variety of options are available in floor coverings to suit various interior, budget and maintenance needs for indoor and outdoor surfaces. Hego, Heritage, Greens, Green Turf, Supergrass, Deck Up, Oasis Grass, Interiors & More, Crystal Corporation, Marcopolo, MatzONE, Ahyc Import will exhibit many of these options at HGH India 2018.

Coir Board has organised a group participation by manufacturers of coir door mats and accessories. National Jute Board will represent the jute sector with its members showcasing jute and jute blended carpets, flooring, bags and decorative accessories.

Blinds & Window Décor



Buyers can find a wide variety of blinds and window décor from 16 international and Indian brands and manufacturers at HGH India 2018. Going beyond the functional aspects of light and privacy protection, blinds are today becoming an integral part of décor and interiors.

Automation and design innovations are driving the growth of blinds & window décor category in India. Giving a further push to demand are well-known international brands like Forest (Netherlands), Toso (Japan), Space Co. Ltd. (Korea) and Dooya (China). Most of them have well-established Indian partners and have gained significant experience of the Indian market. These brands will introduce their latest international range and global innovations at HGH India.

Well-established Indian players like Livin, Deco

Window, Nova Blinds, Pleats, Cape Décor, Vyoma Exim, Vyoma Décors, Awesome, Artex Overseas, SSG, Touch Blind, Kazage, Shades, many of whom import blind mechanism and components, will present a comprehensive range of vertical blinds, venetian blinds, roller blinds and roman blinds. They will also showcase their latest range in blinds & curtain decoration accessories, automation, drapery and mechanisms.

**Innovations
in design and functionality will
be a continuous process**

Deco Window will introduce its new decorative curtain hardware collection, the first of its kind for the Indian market. Besides, the brand will also offer lines of soft goods such as roller blinds, roman blinds, curtains, tiebacks, cushions and wide-ranging window solutions.

Rashmishree Collections and Rashmishree Creations will showcase cords and tassels, fancy beaded curtains, tie hooks, curtain borders. Deco Window, Kohinoor, SQU and Aerodesign will bring curtain finial, brackets and tracks.

Blinds and curtain automation are on high growth path in India. Innovations in design and functionality will be a continuous process here. HGH India 2018 is likely to reflect this trend.



Trade Visitors!
Register online by
15th June, 2018
and **save ₹1,000/-** entry fee

Steps for free entry

1. Visit our website www.hghindia.com
2. Click on "Visitor Registration" on the home page.
3. Complete the Online Visitor Registration Form.
4. Receive your Visitor Registration No. and QR code via e-mail and SMS, which confirms your registration.
5. Carry your Registration No. or QR code on your mobile or in a print format to the trade show.
6. Present your Registration no. or scan your QR code at the Pre-registered visitors' desk at hall 1 or hall 3 at HGH India 2018 to print your badge.

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JULY 3-5, 2018 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.

Trends 2018-19 ट्रेन्ड्स २०१८-१९


HGH India 2018 has forecasted well-researched trends for 2018-19 in terms of colours, designs and materials. These trends specially designed for the Indian market are titled #Transition. They will be presented through a well-designed Trend Book and a Trends Pavilion in hall 1. Exhibitors and visitors will find comprehensive design directions in HGH India trends to create their new collections for the coming season.

Trend themes for 2018-19 are divided in four groups- #SO.FUNKYatHOME, #SOFT SHADES of NATURE, #COLLECTOR'S

CHAMBER and #SMART BOHEMIANS. They are applicable across all categories- home textiles, home décor, houseware & gifts.

These trends reflect the influence of social, lifestyle & technological changes on home products market in 2018-19. Manufacturers, brands, retailers and professionals will find this trend book useful to innovate their products and designs to appeal to the aspirational Indian consumers.

Witness the applications of #Transition trends in real products at HGH India 2018 Trends Pavilion.



#Transition **परिवर्तन**

Time is unfolding continuously and there is no other chance but keeping up with it! We constantly live in transitional situations. Family, a healthy lifestyle and wellbeing and a value driven life have become key issues to individual sensitivities. Being continuously "on the road and on the wire", coming home bears a new quality: it is a safe haven for our souls. In the consumer goods agenda across gender and product categories, we long for balance, mindfulness and insight, for beauty as well as down to earth convenience. Interiors have become the stopover in transition and the mirrors of our interior self. This year we have selected four scenarios for creative living spaces that reflect the emotional values of our time: showing a yearning for the traditional impulse and propulsion for individual artistic approaches.

HGH



#SO.FUNKYatHOME – a most dynamic and optimistic trend, gritty and upbeat. This trend is open for the patchwork of life. Do it yourself is the approach used by job migrating youngsters to create young living spaces, with unconventional use of materials and all kind of designs. A lot of inspiration for wallpapers and textiles is based on industrial materials: mesh and grid structures are displayed with a wide range of effects, including layers. Prevailing patterns are wild stripes, scratched tapes, wavy lines and zigzags, bold typography elements and comic strip aesthetics.

#so.funkyathome

Future stars on the road...



#SOFT SHADES of NATURE – Embracing the fresh and virgin morning light, shining through the waving leaves of a protecting tree, the rooms are softly light-flooded. All colours offered to our soul come in gentle shapes. An intrinsic feminine view of the interior world is coming forth, with elegance, freshness and tranquillity, streaming through the rooms like a gentle breeze. An atmosphere of privacy and spa – cosy and comforting with a hint of romantic – offers a pure sensual expression of the inner self.

#SOFT SHADES OF NATURE

sweet dreams, swinging greens...



#COLLECTOR'S CHAMBER – The visitor is welcomed by dark mysterious and velvety colours, possibly held in umbra and bronze shades, to enter the most private rooms of the collector type. The interior – staged for a man of note – offers a glance into opulence and good living. The collector's chamber display an intellectual understanding of interior decoration with a hint of drama and eccentricity.

#Collector's Chamber

Proudly, cherished, specialities...



#SMART BOHEMIANS - You are entering the sphere of true believers! Ethnic references in the manner of heritage chic are mixed with the freshness of Scandinavian style or comfortable and smart life style – making the perfect match for a joyous and modern family. Ecological commitment is present as well as casual décor offering a hint of surprising harmony. The aesthetics of handmade products is applied to all kind of consumer goods ready for family use! Millefleurs patterns all over and convenience objects are contributing to the charm and poetry of everyday life.

#Smart Bohemians

living the story of your life...