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INDIA EXPO CENTRE, GREATER NOIDA, DELHI NCR

A TEXZONE Event
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Where business feels at home!

Innovations Unlimited!

Innovations unlimited! In products, designs, colours and materials...cutting across categories like home textiles, home décor, home furniture, area rugs, floor coverings, handicrafts, outdoor, houseware, cookware, kitchenware and gifts... HGH India 2022, the 11th edition will unveil several new concepts, bringing a fresh direction to business.

With a high focus on home fashion trends, involvement of leading designers, exporters, international suppliers and highly skilled manufacturers from leading production centres, HGH India 2022 promises to be a voyage of discovery for new sources and new materials.

Over 100 new exhibitors will showcase their range for the first time at HGH India, in addition to 300 regular exhibitors launching their new collections for the upcoming Diwali and festive season, visitors will experience a good blend of innovations and stability in sourcing.

Leading furnishing fabrics and home textile brands have tied up with renowned designers or acquired license from established international brands. Collections developed through partnerships like Suneet Varma Decor with Rumors, Ritu Kumar Home with F&F, Nautica with Bianca and Toile Indienne with Excel Wallpapers will be launched at HGH India 2022. They will offer unique business opportunity for retailers to add such premium designer labels and brands of home textiles, furnishing and décor to their store profile. In addition, well-established furnishing fabrics, upholstery, leather and leatherette players like Rumors, F&F, Jay Durga, Harit Industries, Asadeep Furnishing,



Marvin Leathers, Klassic Lamitex and Topline will unveil their new collections to retailers. Wallpaper brands like Marshalls, Excel Home Décor and Wisdom too will bring their latest offerings.

In bed & bath and decorative made-ups visitors will be able to source a refreshingly new range. Boutique Living, Layers, Spread Home, Pano, Premier Fine Linen, K.G. Linen, Bianca, Bellagio, Bella Casa, Lacasa will bring a vast range of differentiated fabrics, finishes, designs, prints and styles. Brands like Obsessions and Shreno will introduce their latest range of rugs, bath accessories, bath mats and dust bins.

Brands like Weave Craft, Supreme Industries, Spread Home, Crystal Furnitech, Nolaram will for the first time introduce a wide range outdoor and indoor furniture, small furniture, kids furniture and household utility items, which are now increasingly required by furnishing retailers to complete their offerings to the consumers.



Innovative wallpaper, blinds, window automation, wall & table décor, modern lifestyle & decorative accessories, wooden & synthetic floor coverings, bed & bath linen, decorative made-ups from various countries will be offered by several Indian importers.

From within India, an interesting range of contemporary and traditional home textiles, decorative made-ups as well as handicrafts, rugs, upholstered furniture, cane & bamboo products, decorative accessories range in metal, wood, ceramic, glass, coir, jute, recycled materials and a variety of natural and man-made materials will be exhibited by hundreds of manufacturers from well-known production centres like Jodhpur, Jaipur, Moradabad, Firozabad, Khurja, Saharanpur, Agra, Bhadohi, Jammu & Kashmir and various other specialised centre.

Several leading brands in houseware category will unveil their new collections for retail trade, institutional as well as corporate

gifting markets. For example Cello, Signoraware, Roxx, Jaypee, Asian, Freelance, Haers, Placero, Pipal, Herevin, Bonjour in storage & houseware; Hawkins, Vinod, United Ekta, Bhalaria, Stahl, Maharaja, OK, Meyer in cookware; Greycy, Ratna, Ramsons in kitchenware; FNS, Ramson, Corelle, Nachtmann, Clay Craft, Luminarc, Pasabahce, Iveo, Sonaki, Superware and Dinewell in tableware and several other importers, brands and manufacturers across various houseware categories throw open wide sourcing possibilities with their Indian as well as international collections.

In anticipation of unique products and need to stay ahead of competition, thousands of retailers, distributors, wholesalers, gift suppliers, institutional and trade buyers from over 500 cities and towns across India as well as 24 other countries have already registered to confirm their visit. Have you?

Furnishings wear designer look at HGH India 22

India's well-known fashion designers Ritu Kumar and Suneet Varma are playing a leading role in transforming the home into a vibrant, high fashion category.

From furnishing fabrics to bed covers, cushion covers, curtains, table & kitchen linen to tableware and decorative accessories—everything will be presented as well-coordinated colour, design and materials story, bringing complete harmony and designer look to the entire living room, bed room or dining room as the case may be.

With Indian consumers becoming more aware and conscious of expressing their good taste and sensibility to good designs, their approach to buying products like furnishing fabrics, home textiles, decorative accessories and houseware products is transforming from functional buying to curating their homes. Like in the developed world, Fashion Designers will play an increasingly important role in transformation of all these products from functional commodities to well-designed, co-ordinated expression of the home owner's personality and taste.

HGH India 2022 will witness a good beginning in this direction with renowned fashion designers like Ritu Kumar and Suneet Varma making their debut. Ritu Kumar has tied up with leading home furnishing & décor brand F&F from Delhi. To



begin with, Ritu Kumar Home will showcase completely coordinated designer collections from furnishing fabrics, wall paper, decorative made-ups like bed covers, cushion covers, throws to decorative accessories like candle stands, aromas to tableware like dinnerware, cutlery, glassware...all complementing each other. With strong distribution and marketing strength lent by F&F and affordable prices, this launch is bound to revolutionise the association between designers, brands and retailers in the home category.

Suneet Varma will begin his home journey by launching an exclusive designed and produced

Suneet Varma Décor furnishing fabrics collection in association with Rumors from Bengaluru. Rumors has a long experience in manufacturing and exports of high quality furnishing fabrics across all fibres with vertically integrated plant, making it possible to produce the most complex and creative designs. Combined strengths of Suneet Varma and Rumors will introduce a new in furnishing fabrics. Suneet Varma Décor collection will also be presented through a fashion show hosted by HGH India during the networking Cocktail & Dinner on the evening of 12th July, where entry will be restricted to select retailers only by invitation.

Indian Heritage

HANDICRAFTS | KHADI | COIR | JUTE



India's handicrafts, handloom, Khadi, Jute, Coir, Bamboo sectors are a treasure trove for designers, retailers, brands and everyone looking for unique designs and materials in home textiles, home décor, rugs, furniture, houseware and gift products. The never-ending ability of Indian craftspeople

and weavers has been highly underexplored by Indian retailers in the above categories and offer a huge opportunity to create premium collections for their stores.

HGH India has been promoting these rich heritage products under the brand Indian Heritage since 2018 and helping Indian

artisans connect with retailers, interior designers and institutional buyers in over 500 cities and towns across India. Indian Heritage involves participation from individual companies, associations, export promotion councils, government agencies and development boards. These products are promoted through theme pavilions and trends pavilion. In addition, live demonstration of their crafting skills like wood carving, hand painting, metal engraving, pottery, embroidery, carpet weaving and so on by the national award winning artisans and weavers at the Indian Heritage Pavilion sponsored by HGH India, help the visitors understand the intricacy and finesse of these crafts.

With extensive support from Ministry of Textiles, Ministry of MSME, Government of India, Development Commissioner Handicrafts, Development Commissioner Handloom and organisations like EPCH, NDC, NECTAR, NHDC, EUPEA, IICT, APHDC, National Jute Board and Coir Board will bring through their members and SMEs the hidden treasure of Indian Heritage arts and crafts to HGH India 2022.

Ritu Kumar & F&F tie-up

Why was Ritu Kumar Home conceptualized?

Ritu Kumar's passion for rediscovering and restoring Indian textiles has been the brand's signature since its inception 50 years ago. The eponymous label led to the inception of Ritu Kumar Home in 2020 as a contemporary take on traditional Indian textiles, architecture and motifs. Featuring a wide range of bed linen, wallpapers, tableware and home décor. This season's collection comprises a versatile and modern selection of pieces for the coziest corners of one's home and is deeply rooted in Indian craftsmanship.

Brand's ideology

Ritu Kumar Home defines comfortable luxury for homes that like to tell their own story. With a vintage lens it evokes nostalgia of long summer days, decadent winter nights, the leisurely strolls around the street avenues of Calcutta which would often lead one to the imposing Victoria Memorial. It reminds one of the pitter patter of monsoon days and mornings in quiet nooks which is hard to find now but yearned for by many.

The collaboration

F&F, the leading brand and distributor for premium home textiles & furnishings summed up their new relationship with Ritu Kumar aptly, stating "we are proud to collaborate with the renowned fashion brand - Ritu Kumar, to launch a new line of Furnishing Fabrics, Wallpapers, Bedding and Crockery. After over two years of discussions, ideations and debates, the two brands decided to join hands together and work towards building a curated range of home interior products. The result is an amalgamation of Ritu Kumar's creative design sensibility with close attention to details and F&F's deep technical product knowledge combined with years of expertise of distribution in India. With the collaboration, both brands aim to celebrate traditional Indian aesthetic and create new avenues for luxurious interiors at more affordable prices."

From Ritu Kumar's perspective, the collaboration with F&F will help the brand reach out to the untapped audience and expand its footprints while offering a range of bedsheets, upholstery etc.

Ritu Kumar Home collections

Each collection is a homage to an indigenous art form and most of the collections are from diverse regions while some of them have been mixed together and amalgamated to make the line more contemporary. Researched and recreated from museum quality Indian textiles, the Ritu Kumar Home collection takes inspiration from textiles belonging to many genres. From the school of Jamaavar shawls from Kashmir, the city of Nawabs and the jaalis



of the havelis of Lucknow to the exquisite crafts of Masulipatnam and the vegetable printed Kalamkaris – a craft that can never grow old with its stylized plant and animal motifs. The repertoire from Sanganer and Bagru School of Rajasthan has been heavily researched and recreated as well.

Ritu Kumar Home is also a sensorial delight with its textures and colors; from the many tones of cracked white porcelain, marigold yellows, dusty rose and mehendi to meenakari jewel tones. The colors themselves are both rustic, organic and are inspired from vegetable dyed bases.

The Uttama collection by Ritu Kumar Home to be launched at HGH India 2022 in collaboration with F&F takes the visitors on a journey back to the era of Mughal chambers and tents dressed

with ornate tapestries and embroidered linens. Depicting floral butties and embroidery, the bed linens, quilts and cushions are inspired by the Mughal aesthetic and their century-old patronage to block prints. The collection is the image of luxury and comfort, crafted in plush cotton blends such as satin, voil and textured cotton.

The real beauty of the Uttama collection is that while the designs and colours flow seamlessly across product categories like Crockery, Bedding, Cushions, and Table Linen, one can opt for the entire co-ordinated collection or individual items at very affordable prices for a designer label like Ritu Kumar. This can be a big opportunity for progressive retailers to upgrade their stores into a Designer era.



Ritu Kumar The Pioneer of Indian Fashion

Ritu Kumar started her journey in the 1960s as a student of art history from Lady Irwin College. While studying museology in Calcutta, she happened to visit Serampore, a small village in West Bengal. While there, she discovered a small colony of hand block printers that were out of work. She began a small enterprise of giving designs that the printers began working on. The result of this effort were beautiful hand-block printed sarees. After a couple of exhibitions in Kolkata, it did not take long for her designs to gain popularity in India & internationally.

During the liberalization era of the 1990s while India opened its economy to the world, Ritu Kumar came on board as the official designer for the Miss India winners. This was a key way in which India claimed its arrival on the International beauty and fashion stage.

Recognized globally as India's biggest & most respected designer, Ritu Kumar was the proud recipient of India's fourth highest civilian honour, the Padma Shri for her exceptional and distinguished service in the field of fashion, textile and craftsmanship in 2013. Another distinguished award was the prestigious French government honour of Chevalier des Arts et des Lettres that was presented to her in 2008. Ritu Kumar has now built a business empire that spans the globe. An avid painter in her personal time, Ritu Kumar enjoys travelling to discover textile histories that inspire her collections.

Suneet Varma & Rumors Together in the home space

From working with textiles and embroideries over the decades to now creating modern home textiles, Suneet Varma's design philosophy has come full circle. "Good design is universal and transcends time," he says in an exclusive Interview with HGH India team, Suneet Varma shares his views on his entry into the home space, his new association with the leading furnishing brand Rumors and HGH India as a launch platform for his designer collection in collaboration with Rumors. Extracts from this interview:

Why are you entering the Home Space?

I'm entering the home space because I've always been very excited by interiors and my first love of course is beautiful textiles. So, if I combine my love for beautiful textiles and spectacular spaces then it's a new venture for me and is very exciting.

Your partnership with Rumors team

I'm super excited to be collaborating with Ascent Decor because they are very forward-thinking, professional, have a very wide reach within India and internationally and I really enjoy working with them - it's very exciting young team to collaborate with.

Your participation in HGH India

HGH India is one of the best textile fairs in the country and it's very exciting and an honor for me



to be a part of it. They have a fantastic reach in terms of customer profile, thousands and thousands of people visit- from the top retailers... to people from smaller cities...to best-located stores and wholesalers. There is a whole variety of people you can reach via this fair and it's the perfect platform for us to launch this collaboration.

What can clients expect from your new line and collaboration with Rumors

The Forever-More home furnishing collection for Rumors is luxurious and targeted toward the trousseau and bridal clientele. It is inspired by the French Baroque period, and couture textiles and is rich in texture, motifs and ornamentation. The color palette is soft, pastel and old-world. The forevermore feeling comes from its timeless

appeal and romanticism.

Terrain by Suneet Varma for Rumors

An urban home collection inspired by the 5 elements of life. Natural Textures, Pure living, and contemporary aesthetics. A color palette inspired by nature and the natural forms of the 5 elements. Patterns, texture and embroideries complement these forms.

Future plans and long-term goals

The future plan is of course to create a fantastic brand with Ascent decor of not just textiles but also made-ups for cushion covers, upholstery, drapery and it's an endless space that you can grow in and then show the line within India, internationally and create spectacular pieces and wonderful business.

One of India's foremost couturiers, Suneet Varma is a name that immortalizes glamour and timeless style. After getting his degree from Europe in 1986, he went on to work with renowned couturier Yves Saint Laurent in Paris. With meticulous craftsmanship, a strong design sensibility and undying love for sartorial research, the Varma brand exudes fantasy, sexy sophistication and unadulterated femininity for the woman of today.

Associations with some of the strongest international brands make him a designer whose forte goes beyond a uni-dimensional profile. The only international designer with Judith Leiber, the world's most renowned luxury brand for bejeweled handbags, Suneet has garnered great success and appreciation worldwide. 'Suneet Varma for Judith Leiber' minaudières are now being retailed across the world at the Judith Leiber boutiques in Los Angeles, Miami, Paris and Tokyo along with Harrods in London and Bergdorf Goodman in New York. Every season, his collection is unveiled at the Vandome Fair in Paris. His signature bags are carried by the 'Sex and the City' star Sarah Jessica Parker and Hollywood divas Mariah Carey and Jenifer Lopez. His designs are also very popular amongst the leading ladies of Bollywood, like Aishwarya

Suneet Varma: Passion for Design



Rai, Priyanka Chopra, Kangna Ranaut and Preity Zinta, and are featured on the International and Indian red carpet.

Associated with BMW motors from 2007 to the present, Suneet hosts all BMW events, car launches and BMW foundation projects. Having conceptualized a new property of "Fashion Appreciation" evenings, he is currently on a 15-city tour in India with BMW and continues to develop novel ideas for the brand. For the past decade, Suneet Varma has worked with the International designers at

Swarovski on clothing and interior projects.

Retailing exclusively in Delhi and Mumbai, Suneet Varma's collections are also featured in different multi-designer stores in Dubai, Delhi, Mumbai, Chennai, Bangalore and Chandigarh. He was also invited to The World Economic Forum to showcase his collection to the business community at Davos.

Admired for his enigmatic work in India and the world, Suneet has been awarded the Designer of the Year award several times by the Bollywood Fashion Council in NYC. As a consultant designer, Suneet has also developed designs for design houses in Europe and USA, namely Donna Karan, Calvin Klein, Carolina Herrera and Nicole Miller. Accessories like bags and scarves created by him are sold in the Metropolitan Museum Gift shops in NYC and countrywide.

The designer was invited to Milan and Rome fashion weeks in 2005 to showcase his collections. He has done shows in London, Paris, New York, Hong Kong, Indonesia, Berlin and Los Angeles. Suneet has been commissioned several times by the Government of India to work with the textile sector and revive the handlooms of Banaras and South India.