

SEMINAR REPORT ON **“COLOUR TRENDS AND VISUAL MERCHANDISING”** HELD AT HOTEL GOLD, PANIPAT ON 06.10.2022

Heimtextil is the renowned exhibition and every exporter wants to be a part of the event. After a successful participation in Heimtextil June 2022 edition, the Council has received overwhelming response from member exporters to participate in Heimtextil 2023 to be held in Frankfurt, Germany from 10th to 13th January 2023. HEPC is participating in the upcoming edition with 60 member exporters in an area of around 1250 sq.mtrs. Most of the participant members are from Karur in Southern Region and from Panipat & Delhi in Northern Region. To update the industry on design and colour trends and prepare them for participation in Heimtextil 2023, a seminar was organized in Hotel Gold, Panipat on 6.10.2022 with financial assistance from Office of the Development Commissioner(Handlooms), Ministry of Textiles, Government of India for the benefit of Northern Region member exporters.

The Seminar was Chaired by Shri Lalit Goel, Vice Chairman, HEPC and Co-chaired by Shri Ramesh Verma & Shri A.M.Ravi, Executive Committee members of Handloom Export Promotion Council. The Seminar began with welcome address by Shri A.M.Ravi, Executive Committee member, HEPC.. In his welcome address the Executive Committee assured to extend full support of the Council to the trade. About 60 exporters and aspirant exporters participated in the Seminar.



Welcome address by Shri A.M.Ravi, Executive Committee Member, HEPC

In his key note address Shri Lalit Goel, Vice Chairman, HEPC stated with Government support and hard work of entrepreneurs, Panipat is now well known as a manufacturing hub for floor coverings and carpets around the globe. The Vice Chairman in his speech highlighted the various initiatives of the Council in promoting the export of handwoven textiles. The Vice

Chairman also pointed out the significant presence of exporters from Panipat region at Heimtextil through HEPC and how the exporters could derive benefit from this seminar in preparing products for display at this event.



Key note address by Shri Lalit Goel, Vice Chairman, HEPC

The technical session started with power point presentation by Shri Arun Yadav, Head Sales, M/s.Sourcewiz on “Digitalization in Textile and Garment Industry” in the present market trend through digital catalogue digital presentation..



Presentation by Shri Arun Yadav, Head-Sales, M/s.Sourcewiz

Mrs.Savita Rana, Professor, NIFT, Delhi made a presentation on “Color Trends”. In her presentation, she briefed about the trends, colour forecasts, Importance of color in Fashion, interpretation of forecast on 4 themes bought-out by Messe Frankfurt.



Presentation by Ms.Savita Rana, Professor, NIFT, New Delhi

Dr.Anananya Mitra, Associate Professor, NIFT, New Delhi has also explained about the importance of Visual Merchandising through various pictures. She also presented on marketing practice that uses floor plans, color, lighting, displays, technology, and other elements to attract customer attention. She also highlighted about Store exterior, store layout, store interior and interior display.



Presentation by Dr.Ananya Mitra, Associate Professor, NIFT, New Delhi

Shri P.Rangasamy, Jt.Director (Export Promotion), HEPC has made power point presentation on upcoming events organized by HEPC. In his presentation he explained about

forthcoming events for the year 2022-2023 with product profile, participation benefits and Govt. assistance.



Presentation by Shri P.Rangasamy, Jt. Director (Export Promotion), HEPC

The seminar concluded with vote of thanks by Shri Ramesh Verma, Member, Executive Committee, HEPC.



Vote of thanks by Shri Ramesh Verma, Member, EC, HEPC

All the participants were satisfied and requested HEPC to organize such events in future.