

Being Human Clothing wins 'Indian Rising Star' award at the India Fashion Forum 2016

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At the recently concluded India Fashion Forum 2016, Being Human Clothing was presented with the 'Images Most Admired Fashion Brand of the Year: Indian Rising Star' award. The award was received by Mr. Manish Mandhana, MD Mandhana Industries Ltd and Mr Kunal Mehta - VP Marketing and Business Development, Being Human Clothing. Launched in 2012, Being Human clothing was launched by Mandhana Industries Ltd, having a global license agreement with 'Being Human - The Salman Khan Foundation' for designing, marketing and distributing 'Being Human Clothing' line. Where in royalties from the sale of the products support the education and healthcare initiatives of the Foundation. India Fashion Forum recognizes the achievements of India's most successful retailers and brands across multiple categories which include business performance, customer experience, innovation and leadership, in the retail sector. Speaking on the occasion Mr. Manish Mandhana, MD - Mandhana Industries Ltd said, "We are delighted to have received the Indian Rising Star award at the India Fashion Forum 2016. We are grateful to the India Fashion Forum jury who have recognized our achievements and have bestowed us this award. We are also grateful of our customers who have shown so much love towards the brand. Such awards give us the motivation to perform better and achieve far greater milestones for Being Human clothing." Mr. Kunal Mehta, VP Marketing and Business Development said, "In a span of one year, we have expanded our physical retail presence by 42.3% which has, in turn, resulted in a 26.9% increase in annual turnover. We have over 250 point-of-sales in India and more than 500 point-of-sales across the globe in a span of 4 years. Such awards drive us to work harder to achieve bigger targets to expand our reach and be innovative in our approach. We deeply thank the jury who has recognized us the Indian Rising Star." Since its inception Being Human clothing has won many accolades for its achievements. The brand was recognized as the Most Exciting Apparel Brand in Most Exciting Brand Study by Nielsen and won the Emerging Brand Award at National Awards for Marketing Excellence in the year 2015. In the preceding year, Being Human Clothing was awarded 'Apparel Retailer of the Year' at the Indian Retail Awards 2014 and Mandhana Industries Ltd. was awarded 'Licensee of the Year' for Being Human Clothing at the Star Retailer Awards 2014. Under 4 years of inception, Being Human Clothing has made itself available in over 15 countries across Europe, Middle East, Nepal and India and with its online sales channel set up in Europe, India, Middle East, UK, USA and South Africa it delivers to every continent in the world. Being Human Clothing is also selling through more than 250 point-of-sales in India and over 500 Point-of-Sales worldwide. Along with this, Being Human will open its first exclusive store in Bordeaux, France in March 2016 and also launch at the Selfridges in London, Birmingham and Manchester as well as on its online channel with the brand's AW16 Collection in July 2016.

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