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FASHION BUSINESS

BRAND EXTENSION

Shades of India Forays Into Menswear, Launches Third Store in Delhi

Shades of India, the brand that combines contemporary design with inspiring workmanship of traditional craft, has tripled its space to create a unique concept store for apparel, menswear and home.

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NEW STORES

Crocs Launches 100th Store

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Splash

Pg No.42

Tailorman

Pg No.43

Being Human Jewellery

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FASHION RETAIL

COVER STORY

TECHNOLOGY & INNOVATION: THE CORE OF FASHION CREATION

It is a competitive ecosystem today, and success behests innovation to take a central stance in any brand or enterprise's business strategy. But how has innovation evolved at the fashion industry in India?

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GROWTH STORY

PATANJALI ENTERS APPAREL SEGMENT WITH PARIDHAN

Patanjali Ayurved forayed into the fast growing branded apparel segment through its brand 'Paridhan' and expects a sale of around ₹1,000 crore by the end of next fiscal.

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INNOVATION

Fila India: Fusing Sports Fashion to Indian Streetwear

Fila India has collaborated with Indian-Canadian Streetwear Label Norblack Norwhite for its first heritage collection.

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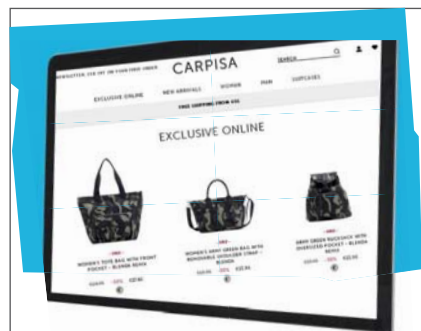
MARKET LEADERSHIP

BATA SALES BUOYED BY CONSUMER CAMPAIGNS & FRESH PORTFOLIO

With almost 50 new international design 'Red Angela' stores open, Bata India has already started to yield positive results by way of footfalls and delighted customers.

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Business & Innovation



NEW LAUNCH

Myntra Launches Italian Handbag Brand Carpisa Exclusively on its Platform

Carpisa is being introduced to shoppers in India for the first time exclusively on Myntra, through a range of handbags, crafted for the modern and fashion-conscious women.

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GROWTH STORY

Fast Fashion Major Zara On Expansion Spree

Zara has expanded its presence globally with the launch of its dedicated worldwide online platform - thus bringing its fashions to customers in 106 new markets.

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E-RETAIL

ONLINE MARKETPLACES: DELIVERING FASHION TO THE DISCERNING MASSES

IMAGES Business of Fashion traces how online marketplaces like Flipkart and Myntra are launching brands that meet the demands of fashion conscious consumers.

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RETAIL REVOLUTION

ORGANIC FOOTWEAR: IS THE INDIAN CONSUMER READY?

Taran Chhabra, Founder, Neeman's talks to IMAGES Business of Fashion and shares his insights on the Indian footwear industry, while highlighting what made him start the country's first organic and eco-conscious men's footwear brand.

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INNOVATION SPECIAL



IN CONVERSATION

CELIO: AT THE VANGUARD OF FASHION INNOVATION

IMAGES Business of Fashion gets into a freewheeling chat with Satyen Momaya, CEO, Celio Fashion Pvt. Ltd., to understand the brand's take on innovation and its recent outcomes.

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SPOTLIGHT

LIFESTYLE DEPLOYS NEW RETAIL TECHNOLOGY

Lifestyle has added a string of cutting edge in-store features such as Self-Checkout Kiosks, Mobile POSs, Fitting Room Assistance, etc., to augment its in-store experience.

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SPOTLIGHT

BLOCKCHAIN IN THE BUSINESS OF FASHION

Sudhir Gupta, Head - Buying & Merchandising, Planning & Sourcing, ITC Ltd. (Lifestyle Retailing Business) shares his thoughts with IMAGES Business of Fashion on Blockchain technology.

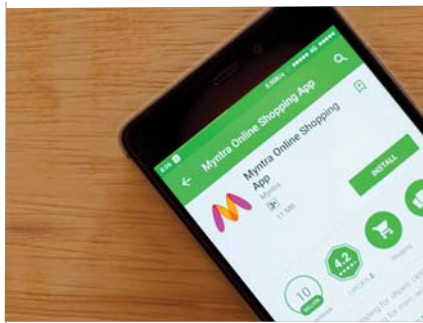
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DISPLAY & DESIGN

IN-STORE CONSUMER CONNECT

Today, visual merchandising, display and store design are no longer about enhancing the look, image and accessibility of a shop's goods and services. We take a look.

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SUCCESS STORY

HOW MYNTRA HAS REDEFINED FASHION RETAIL WITH ITS VORTA TECHNOLOGY PROJECT

Vorta has helped Myntra to launched products that had been turned around in less than 35 days, totally masterminded by machines and engineers with absolutely no designing background.

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RETAIL TECHNOLOGY

E-COMMERCE TECHNOLOGY: TRENDS FOR 2019

IMAGES Business of Fashion put together the technological developments that are expected to trigger e-commerce trends in 2019.

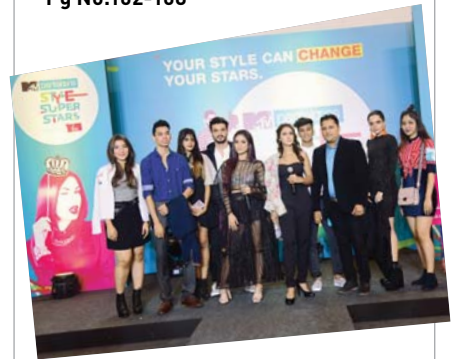
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RETAIL TECHNOLOGY

“Using Digital Tech to Create Multi-Sensory Consumer Experiences to Strengthen Brand”

IMAGES BoF talks to various renowned brands and accentuate some of their best social media campaigns hitherto, that won them recognition from consumers and competitors alike.

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EVENT REPORT

PANTALOONS CONNECTS WITH YOUTH OVER FASHION & MUSIC

Pantaloon and MTV India along with Liva Fluid Fashion are on the look-out for India's next fashionista.

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FASHION CREATION ■

COLLECTION LAUNCH
THREE PIECE COMPANY LAUNCHES HIGH-END SUSTAINABLE FASHION COLLECTIVE

Three Piece Company is putting together sustainable high fashion apparel collections that will last long and stay contemporary for years to come.

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IN-FOCUS
TURTLE USHERS IN THE WINTER SEASON IN STYLE

Subtle yet stylish, and as classy as it's casual, the new Winter18 collection from Turtle promises to dress you in sassy shades and layer you up in fascinating fabrics.

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RELAUNCH
LUX INFERNO REINTRODUCES THERMAL WEAR

Lux is reintroducing its thermal brand wear brand, Lux Inferno with Bollywood legend Amitabh Bachchan endorsing it in an all new avatar.

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INNOVATIONS
ULTRARANGE FRANCHISE BY VANS: FUNCTIONAL YET PROGRESSIVE

After the grand success of its UltraRange collection, Vans is all set to spotlight the expanded UltraRange franchise as a 'family' of modern designs.

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COLLECTION LAUNCH
DUKE LAUNCHES ACTIVE WEAR COLLECTION 18-19

Duke Fashions has brought home a veritable showcase of classy flamboyance and casual designer wear for the young at heart and the trendy.

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PRODUCT INNOVATION
LIVA: REVOLUTIONISING CONVENTIONAL FABRIC IN FASHION RETAIL

Comfortable, soft, cent percent natural and eco-friendly, Liva is charting a new course in fashion by embossing a strong presence in the fashion retail segment.

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