

#### 21 MY THOUGHTS Indian Man Soaked in Colours Vipul Mathur, Head Marketing, Lee, talks about change in men's wardrobe with the addition of colours in last few years.

#### 90 BRAND WATCH

**Creating Fast Fashion** 

**Moumita Chakrobarty,** Brand Head, F-Square from Prateek Apparels Pvt. Ltd. talks about carving a niche in the market.

#### 98 RETAIL WATCH

#### Pioneering Ready-made Retailing

**Anmol Pethkar,** Director, Prakash Departmental Stores in Pune talks about the strategies of running his woollen business round the year.

126

### EVERY MONTH

- 11 Editorial
- 17 Letters To The Editor
- 40 July In Brief
- 61 Trade Calendar
- 64 Outlets
- 121 Window Trends
- 126 Season's Offerings

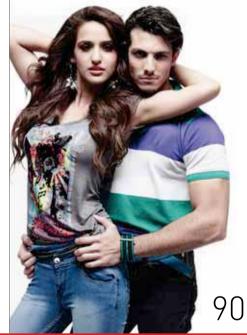
Cover Courtesy: CRIMSOUNE CLUB

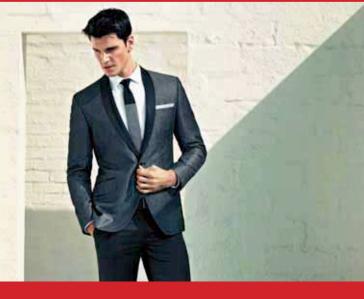
# 68 COVER STORY Menswear on the RISE

THE INDIAN MENSWEAR INDUSTRY IS ON AN UPSWING WITH MEN BEING MORE EXPERIMENTAL AND FASHIONABLE THAN EVER. **IMAGES BOF** SPEAKS TO BRANDS AND RETAILERS FROM FOUR REGIONS OF THE COUNTRY TO BRING FORTH SOME OF THE SEASON'S BEST-SELLING TRENDS.

# CONTENTS AUGUST 2012 VOL. XIII NO. VIII









## CONTENTS AUGUST 2012 VOL. XIII NO. VIII

#### 102 STRATEGY

#### The Loyal Royality

Brand owners, loyalty programme providers and consultants talk on how loyalty programmes work and their usefulness.

#### 86 RETAIL EXCELLENCE

#### Making Luxury Affordable

**Dilip Kapur** of Hidesign talks of the journey of the brand and future expansion to tier II and III cities.

#### 106 VISION 2020

#### Textile and Fashion Industry: The Next Decade

**Arvind Singhal** of Technopak suggests the need to adapt to new strategies and changes to take a bigger pie of the global textile and apparel business.

#### 112 EVENT

#### **High on Success**

The popular bi-annual apparel trade show held in Berlin announced the antedate of the event.

#### 114 Resurgence of EIGMEF

The three day trade event, EIGMEF, was a stupendous success with participation of some of the leading players of the apparel retail industry.

#### 116 IN THE CLOSET

#### Eye for Design

**Anaggh Desai,** CEO, The Bombay Store, gives a glimpse of his creative and classy wardrobe.

## HARD TALK

#### A Double-Edged Sword

**Harminder Sahni** talks of in season sales being more beneficial than the EOSS for fashion brand retailers in the long run.







