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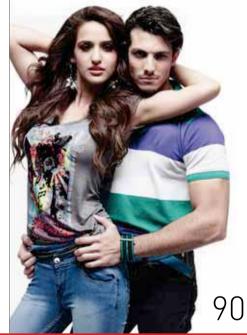
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# 68 COVER STORY Menswear on the RISE

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.

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