contents



50





11



EVERY MONTH

- 17 Editorial
- 25 Letters To The Editor
- 50 May In Brief
- 65 Outlets
- 140 Season's Offerings
- **192** Index

MY THOUGHTS

26 Evolution of Indian fashion

Kamal Kushlani, Director, Credo Brands Marketing talks about the changing needs of the new age fashion-conscious consumer who have led to the evolution of the Indian fashion industry.

BRAND WATCH

108 For the woman of today

Retailing from both metros and small cities, 109°F has been going strong at a steady pace. Radhesh Kagzi, President, 109°F, talks about the brand's future plans and strategies.

RETAIL WATCH

114 Local retailers in North East exploring opportunities

Vivek Tibrewalla, owner of Vivtib Apparels, an upcoming retailer, shares the challenges, potential and support requirements of the North East region to boost the retail business and connect it with the rest of the country.

WEB WATCH

118 Logging into fashion

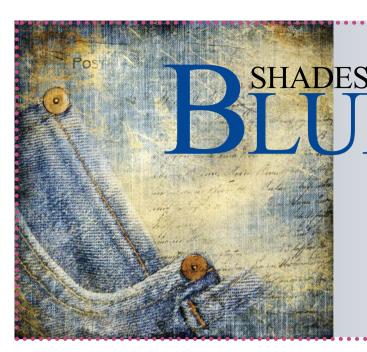
Explaining the future plans of the e-commerce venture that primarily revolves around the innovative concept of offering nineteen flavours in retail, Gobind Singh Pahwa, MD, Shopnineteen.com, shares all that there is to his portal and how in a year's time it has done so well for itself.

DISTRIBUTOR PROFILE

122 Big Channel Equation

Distribution is integral to the apparel business. Avinash Chhapolia, Director, GRC Garments Pvt. Ltd., talks about the various aspects of distribution business in the Eastern region.

COVER STORY



70

Denim industry is at an all-time high. This is one category that has been consistently on the must-have list of the consumer and thus has always captured the interest of the brands and retailers alike. In this issue, we update our readers with the evolving denim and casualwear industry and the upcoming and growing brands from the two categories.

126



HARD TALK

126 Emergence of an Indian Levi's or Gap

Harminder Sahni observes that the market for denim in India has witnessed remarkable growth over the years. The denimwear segment is not restricted to major players such as Levi's and Gap. There are several local players who are gearing up to tap this growing segment.

TREND WATCH

128 Denim.... The timeless classic goes tech-friendly!

Asha Baxi, Founder Dean Academics, NIFT, writes about the latest denim trends. She observed all that is in vogue at the recently concluded international trade fairs dedicated to denim.

STREET FASHION

134 In vogue on road

On a bright summer day on the streets and in malls of Bengaluru, we caught up with few youngsters to gauge the hot-selling trends this season and the most preferred shopping locations.

PERSONALITY OF THE MONTH

142 Leading a lifestyle

Vipul Mathur, Head Marketing, VF Brands India Pvt. Ltd. talks about all that occupies him when he is not working. Refreshing some memories and talking about his passions, he says that old cars, bikes and antiques are the things that he splurges on.



142

DENIM AND FASHION TRENDS - CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL

146 Sportswear: Categorising it

Hirumchi Styling Company defines the sportswear category that includes daywear, streetwear, denimwear, activewear and lifestyle sportswear.

EDITOR'S PICK

154 Fabrics: The impossible made possible

So much was achieved in the denim industry in recent decades - innovative fabrics won't change our destiny but can make our lives easier.

156 Trends, Themes, Temperaments

The write-up talks about hat happens when trends don't reach the street? Or when they do?

FOCUS | FEATURE

160 Tough times

Do we really need sales assistants at all today? If so, what should they be like? Julia Monnich and the SI team asked consumers around the globe about their shopping experiences. A report from the sales front.

SHOOT

172 Times Denim





146

156



