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Character licensing in Kidswear

The Indian kidswear market has evolved tremendously and is continuing to grow at an incredible pace with many national and international brands establishing a very strong presence in the segment. Licensing in kidswear market in India is burgeoning with opportunities. With its immense potential spelling magic for both the licensor and the licensee, Shahona Datta turns the spotlight on the fascinating world of licensing and players actively involved therein.



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INDIA
FASHION
FORUM



20, 21, 22 MARCH 2013
BOMBAY EXHIBITION CENTER
GOREGAON, MUMBAI INDIA

The final countdown begins

The Indian fashion retail industry is gearing up for IFF 2013. The stage is finally set for the gala event scheduled from 20 to 22 March 2013 at the Bombay Exhibition Centre in Mumbai.



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Tad conservative here, tad experimental there, people on the streets of Kolkata were a riot when it came to playing with the diverse facets of fashion.

