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Weak in the Knees

Wills Lifestyle India Fashion Week Spring Summer 2012-13 saw designers playing with old techniques, refined classics and introduced new looks.

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FASHION FRANCHISING IN INDIA HAS EMERGED AS A GREAT BUSINESS MODEL OFFERING NUMEROUS OPPORTUNITES TO EXPAND BUSINESSES ACROSS DIFFERENT FORMATS. WITH RISING ACCEPTANCE AND PREFERENCE IT HAS BECOME A WIN-WIN SITUATION FOR BOTH THE FRANCHISORS AND THE FRANCHISEES TO GROW IN A RAPIDLY EXPANDING RETAIL INDUSTRY.

IMAGES BOF TAKES A SNEEK PEEK AT SOME OF THE SUCCESSFUL FASHION FRANCHISE FORMATS RANGING FROM SINGLE AND MULTI-BRAND RETAILING TO KIDSWEAR AND WOMENWEAR RETAILING.



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