



FASHION BUSINESS



Cover Illustration: Apoorva Bishr

Q&A

Dilip Kapur, President, Hidesign: On getting the act together

Dilip Kapur, President, Hidesign, one of the most successful fashion brand owners in the country, talks to Images BoF on his mantras on staying a step ahead of the evolving and changing trends in the industry.

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Q&A

Rajeev Gopal, CMO, Aditya Birla Group on Liva going from a fibre to a new fashion ideology

Images BoF speaks to Rajeev Gopal, Chief Marketing Officer- Pulp & Fibre Business, Aditya Birla Group on their Viscose Staple Fibre business and the brand 'LIVA' which is in the spot light with its new fashion ideology.

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**MEGA LAUNCH
ADITYA BIRLA GROUP
LAUNCHES FASHION
E-COMMERCE COMPANY
"ABOF.COM"**

Aditya Birla Group targets millennials and a new vision in e-commerce with the launch of its new fashion e-commerce company abof.com

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**INNOVATION
Pepe's new Custom Design
Studio**



Pepe Jeans London launches their custom studio concept at its store located at CP in New Delhi, making it the first store in Asia. Kavindra Mishra MD and CEO, India Pepe Jeans London talks to Images BoF.

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**ACCESSORIES
LOUIS PHILIPPE: THE
GROWING POWER OF THE
CREST**

Louis Philippe, one of India's single largest brands in the men's premium segment, shares insights on its brand extension strategies. In focus is the launch of Louis Philippe 'Time'

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**PLATFORMS
HKTDC
An ideal international platform for
Indian business expansion.**

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**COVER RESEARCH
UNDERSTANDING INDIA'S
ETHNICWEAR MARKET**

Indian ethnicwear market estimated to be to reach Rs. 1,26,210 crore in 2019. 83 percent to this market is womens'. Amit Gugnani, Senior Vice President - Fashion and Kanti Prakash Brahma, Principal Consultant - Fashion at Technopak present a detailed research.

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**MY THOUGHTS
IS INDO-WESTERN FASHION
WEAR REALLY HELPING
INDIAN FASHION?**

Dr. Shalini Sud delves into the history and evolution of Indo-western fusion to unveil how the trend singlehandedly facelifited Indian fashion and even tempts global design to resonate with the Indian.

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MANYAVAR: FROM A BRAND TO A CULT

Manyavar, the Indian men's ethnic fashion brand is today among the country's most valued brands with over 380 EBOs in India and overseas. A look at the Manyavar cult.

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W: ETHNIC FASHION REDEFINED

W from the house of TCNS is widely distributed across India with over 200 EBOs. A look at the making of W and its future plans.

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ETHNIC MAJORS

SOCH: A CLASS-IC APART

'Soch', a celebration of classic Indian fashion with a modern twist, has acquired notable retail presence via EBOs, SISs and MBOs. A look.

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ETHNIC MAJORS

HYDERABAD'S PRIDE – NEERU'S EMPORIUM

A humble begin roored in love, Hyderabad's Neeru's Emporium has come a long way. With great focus and fortitude it moves ahead as a fashion icon and a catalyst for ethnic wear. A look.

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RETAIL EXCELLENCE

JADEBLUE: ONE OF THE MOST INFLUENTIAL MEN'S STORES

Jadeblue Lifestyle India Ltd. is a very prominent name in men's fashion retail business. Established in 1981, it has innovated its positioning in the market from time to time and is today one of west India's most dynamic enterprises.

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ETHNIC BRANDS

LA MILIARDO: DEFINING A SHARPER VISION OF ETHNIC WEAR

Vson Creations, established in 2001 as a specialty import house for fabrics, launched La Miliardo in 2007. Directors Soniya Gakhar, Aman Gakhar and Girish Gakhar share their story and ambitions.

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ETHNIC BRANDS

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COLLECTION FOCUS

A JOURNEY OF STYLE EVOLVED FROM GOOD TASTE



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COLLECTION FOCUS DECODING THE GENES BY LECONET HEMANT

Leconet Hemant an IndoFrench brands recently launced "Genes"--a collection of trendy everyday wear that celebrates India's incredible journey into the 21st journey. A look.

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TRENDS SAREES

STUNNINGLY SAREE-D

Men agree that that a saree makes a woman look the best. Images BoF looks at the super women - the Bollywood divas

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TRENDS - MEN'S ETHNIC
ETHNIC HUNKS

From the way the men of Bollywood dress up in their achkans, kurta pajamas and even dhotis, it is clear that they are rather aware of how regal ethnic clothes make them look. Our pick of the best.

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TRENDS GOES QUIRKY
ETHNIC GOES QUIRKY

Rogued with modish cuts, bold prints and lurid colours, Indian ethnic wear gets a snazzy definition.

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FABRIC FOCUS

PATOLA: THE QUEEN OF INDIAN TEXTILES



The word Patola comes from the sanskrit word Patakulla which means fine texture & durability. Images BoF takes a look at its heritage and latest avatars.

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CRAFT FOCUS

FROM RENAISSANCE TO REVIVAL: THE STORY OF CHIKAN

Change is inevitable. Chikankari delicate hand embroidery from Lucknow is also changing. From an ancient art form patronised by the royals this needle work is now finding acceptance with masses and couture designers both.

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CONFERENCE
TEXON'15

An international conference deliberates on Central and State Government participation; Skill Development and employment creation and development of the Unorganized Sector; and on the huge Investment Opportunity in the Textile Value Chain in India.

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Shree Dakshjyot mills surge ahead riding on the success of their brand Dakshlene.

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COLLABORATION

OCM LAUNCHES SANA SAFINAZ 2015 SILK COLLECTION FOR WOMEN



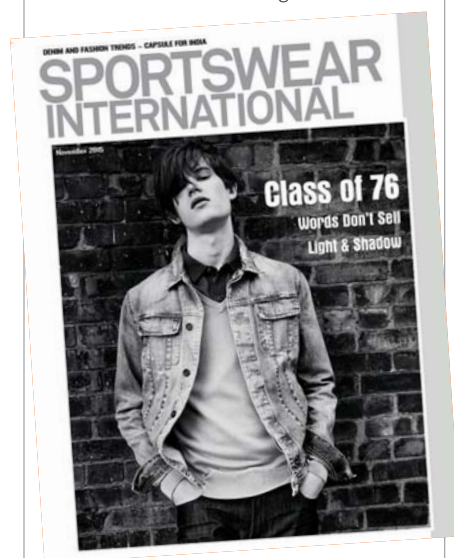
Indian textile major OCM joins hands with the iconic Pakistani fashion label.

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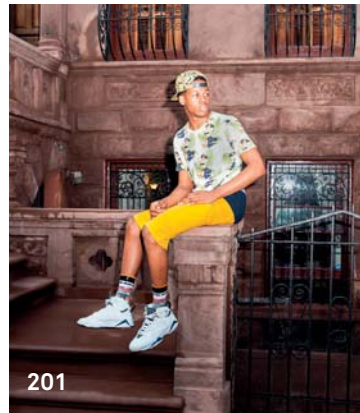
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Seventies style hits the street with flared jeans, platform shoes and casual cool.



Credits for India Capsule

SPORTSWEAR INTERNATIONAL

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