

TECHNOLOGY

VERTICAL HARMONIZATION, a fashion revolution

SAP shares how profitability of a fashion retailer is determined by the efficiency of his ability to match the supply and demand across channels and new age processes.

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SPACE

FASHION SECRET BEHIND EVERY MALLS SECRET

Talks with some of the prominent mall developers who share their insights on how the fashion business has transformed their growth.

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LIFESTYLE

RAYMOND HOME FORAYS INTO THE INDIAN HOME TEXTILE MARKET

Pankaj Saxena, Business Head, Raymond Home shares key insights into the home textile business and how his company is looking for growth in this category.

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YOUNG MINDS

FASHION - A VOID FILLER

Fashion education is not just about learning how to make clothes anymore.

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ICONS

HERMÈS- FOLLOWING THE RICH AND ROYAL LEGACY

The 178 years old French brand transcend the luxury brand category all together.

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LUXURY FASHION

Growth of Luxury Fashion apparel in India

Dinaz Madhukar, SVP and Mall Head, DLF Promenade & DLF Emporio shares how India's luxury market has seen tremendous growth in the last few years.

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COVER STORY

TROUSER MARKET IN INDIA

Tecnopak shares how the apparel market in India has been going through a phase of transformation both from the supply and demand side and the trouser market is no exception to this trend.

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CAMPAIGNS

COLORPLUS TROUSER ADS

Images BOF looks at some of ColorPlus ads punch lines that may have hit naughtily below the belt.

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FASHION **RETAIL**

TROUSER - RISING BRANDS
TROUSER - RISING BRANDS

Images BOF presents Callino, Camaro, A-Fox, Corneliani, Success, Sheriff, Granite

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STORE OF THE MONTH
**THE CHILDREN PLACE:
SIMPLICITY AT ITS BEST**

American kidswear brand The Children Place has made its debut at the Orion mall in Bengaluru.

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STORES

**ANJUMODI, AURELLE, HUSH
PUPIES**

Image BOF talks about some stores with a difference.

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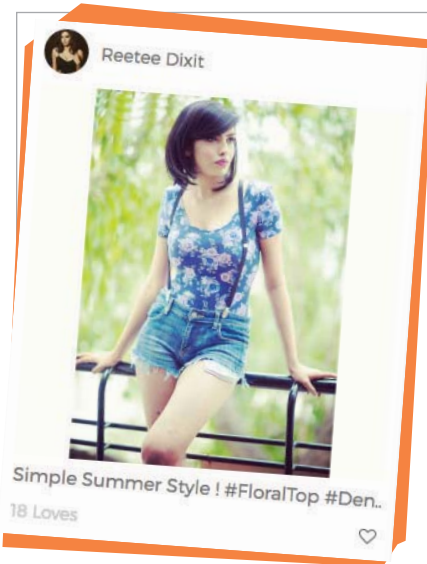


INTERIORS

**THE FUNDAMENTALS
OF FASHION STORE
FLOORING**

Vivekanandan, Managing Director - Flowcrete India shares the number of choices available for flooring to store designers.

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APPS

**WOOLR-FASHION GETS ON
A DISCOVERY MODE**

Woolr is one of India first fashion discovery apps which has the fastest growing community of shoppers of which 80 percent are women.

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STAR RETAILER

**PN RAO- BRINGING SUITS
INTO THE BIGGER PICTURE**

Image BOF talks to the retailer's third generation about its steady growth as a prominent name in the South.

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Fashion Retail

FESTIVE COLLECTIONS
FLORET

Pg No. 125

LAUNCHPAD

**SMILEY FOOTWEAR ENTERS
INDIA WITH SSIPL AS THE
EXCLUSIVE LICENSEE**

One of the most recognised name in the world and a lifestyle fashion symbol enters Indian footwear market.

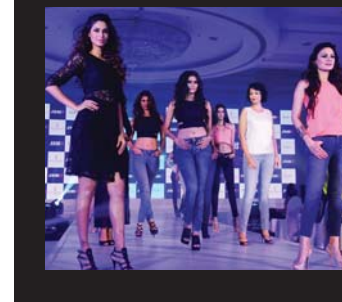
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COLLECTION LAUNCH
JEALOUS21:

**Exudes confidence, style
and independence**

The brand has collaborated with The Miss Universe Organisation to launch limited edition-The Miss Universe Collection

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COLLECTION LAUNCH
BONJOUR'S HEALTH SOCKS

Judicious mix of fashion and health

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WATCH

Womens Trousers: Evolution & Fashion

Dr Sanyogietaa Chadha, HOD, Fashion Design, Pearl Academy of Fashion, Delhi defines how women trouser trends have reinvented in different avatars.

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TRENDS

Women's Trouser Trends

The latest F/W 15/16 trends for women's seasonal trends.

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FABRICS

TROUSER TALES

Images BOF speaks to prominent trouser fabric manufacturers about the changing dynamics seen in the market and its future.

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ORGANIC

THE CRITICAL ROLE OF ORGANIC TEXTILES IN THE FASHION MARKET OF THE FUTURE

The Global Organic Textile Standard (GOTS) explains the role of organic textiles and its importance right from fibre to finished product.

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ETHNIC

DISCOVERING INDIA THROUGH ITS UNIQUE PRODUCTS

India has a rich heritage of developing some of the best products developed by age-old crafts. Jaypore.com is one such company which has partnered with artisanal communities and textile designers to bring this to the world.

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SHOWS

AMAZON INDIA COUTURE WEEK 2015

AICW'15 presented India's finest design talents through 11 stunning shows. The best collections were illustrated capturing the craftsmanship of Indian designers.

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SHOWS

INDIA LUXURY STYLE WEEK-FOR THE STYLE CONSCIOUS MAN

Image BOF lists down the five biggest trends that has traction for menswear.

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CELEBS

PANTS MY STYLE

Bollywood's stylish hunks and their picks when it comes to the perfect pants.

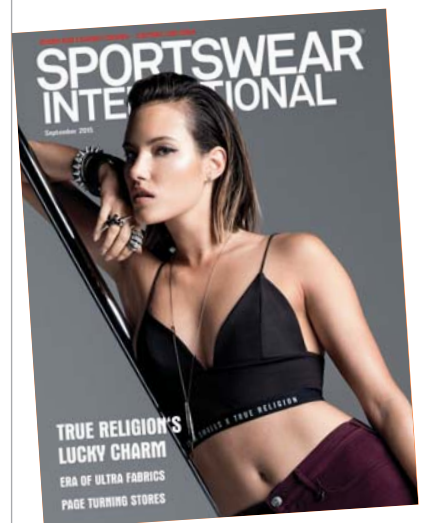
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DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL

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FOCUS/BUYERS

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International buyers and retailers evaluate the most prevailing menswear trend at present

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Wise words from the Industry insiders. Sportswear inspired and layered looks with a room to denim and kniwear revival and a pinch of 1970s vibe.



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Credits for India Capsule

SPORTSWEAR INTERNATIONAL

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198 True Religion's Lucky Charm

How the LA Premium denim institution is breathing new excitement into its famous horescope.

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Jean T.Hegedus, Global business, Director of Denim and wovens at Invista explains its newly achieved results and projects.

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What do outdoors brands actually do for the summer season?

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How more and more fashion stores are inviting visitors to relax and enjoy food and drinks while browsing.

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Defines what will be in our wardrobes tomorrow?

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