



FASHION BUSINESS



Cover Picture Courtesy: Chemistry

Stores



Innamorata
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Global Desi
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Event

IAF Hosts 32nd World Fashion Convention

International Apparel Federation (IAF) and Clothing Manufacturers' Association of India (CMAI) jointly organized the 32nd IAF World Fashion Convention in Mumbai on 27-28 September, 2016, with a Special Focus on India's Apparel Sector.

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MAKEOVER

Unveiling All New 'Trends'

Reliance Trends opens its 300th national store and its recently launched new store concept receives rave reviews. Images BoF talks to Akhilesh Prasad, CEO, Reliance Trends.

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LEADER TALK

BAGGIT: BEAUTY WITHOUT CRUELTY

Baggit is all in the news. Founder Nina Lekhi outlines the brand's values and talks about the booming Indian accessories market.

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MY THOUGHTS

Changing Perspectives About Lingerie In India

Srikant Velu, Preseident, Sangam India Ltd., delves deep into the industry and the challenges it has been facing.

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WOMEN'S INNERWEAR_Q&A

Rupa Softline: Perfect Concoction Of Quality & Style

Rohit Gupta, General Manager, Rupa Softline, talks about the brand, the emerging women's innerwear market and how global competition is compelling indigenous brands to streamline processes.

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BRAND EXCELLENCE

Amanté: Spirited Sensual Comfort

Premium women's intimate wear brand, Amanté embodies comfort, fashion, sensuality and sophistication. Images BoF bring you the fine details about the brand's functioning, collection and about its future plans.

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LEAD STORY

THE WOMEN'S WEAR MARKET IN INDIA

The emergence of new jobs, new avenues, new ways of earning and spending, and increased awareness has led to dramatic and unmapped changes to women's wear industry in India. We take a look at the emerging category that promises immense opportunity for brands and retailers alike.

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WOMEN'S BRAND PROFILES

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WOMEN'S INNERWEAR_Q&A

SWEE SHAPEWEAR: FLAUNT YOUR CURVES

Swee Shapewear provides instant slimming solutions for women, and helps them flaunt their curves with elan. Richa Pania, Sales & Marketing Director, Swee Shapewear, speaks on shapewear and the brand's success mantra.

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WOMEN'S LEGGINGS

DOLLAR MISSY

Dollar Missy, from the house of Dollar Industries, offers leggings made from 95/5 four-way stretch fabric.

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Lead Feature

STEPPING INTO A BIGGER, BETTER FUTURE!!

India is one of the largest global footwear manufacturing hubs. But for Indian footwear to truly boom it will need favourable government policies, sound infrastructure, appropriate taxation, and technology upgradation. An overview.

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Footwear Global Player

THE (B)ASICS OF SUCCESS

Global sportswear brand ASICS which has been present in India since 2010 via distribution route, has started establishing its exclusive stores as well. Rajat Khurana, Executive Director, ASICS India, talks to team Images BoF.

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Footwear Power Brand

MADE TO LAST

Woodland has created a very strong niche for itself through its extensive line of footwear, performance apparel and outdoor gear. Harkirat Singh, Managing Director, Woodland, talks in detail.

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Footwear Rising Star

ON A FIRM FOOTING

SSIPL Group's "Sports Station" has already grown into a chain of 60 stores spanning 36 Indian cities in a span of just 10 months. Pooja K. Sood, AVP - Multi-brand Business, SSIPL Group, discloses its success mantras and future plans.

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Footwear Brand_Q&A

YOUNG, EDDY AND CHIC

Trésmode is renowned for its 'urban chic' footwear with European aesthetics. Images BoF caught up with Kapil Mahtani, Chief Executive Officer, Trésmode India, to know more about the brand and its business.

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FOOTWEAR BRAND PROFILES

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- 132 M&B
- 133 METRO
- 134 MOCHI
- 135 OCEEDEE
- 136 ROSSO BRUNELLO

Footwear Trends

TRENDS: PUT YOUR BEST FOOT FORWARD!

Today, there are varied styles available in footwear segment catering to different age groups. We talk to industry veterans who give a sneak peak of what to expect in colours, shapes and designs in this season in footwear.

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Contents



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FASHION CREATION

Expert Talk

WGSN AIMS TO 'SET TRENDS' IN INDIAN MARKETS WITH INCREASED LOCAL CONTENT

WGSN dives deep into South Asian markets with increased local content. Paul Coxhill, Global Chief Marketing Officer, WGSN, explains its modus operandi and services to Team Images BoF and also its future plans in India.

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Event

COTTON USA VOUCHES FOR THE GROWTH & FUTURE OF COTTON

Cotton Council International organized a seminar in Mumbai, and offered useful insights on the present scenario of cotton and cotton textile industry in India.

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Event

TEXPROCIL CELEBRATES ITS EXPORTERS WITH ANNUAL EXPORT AWARDS

The Cotton Textiles Export Promotion Council or Texprocil celebrated the achievements of its member exporters at its annual Export Award Function held in Mumbai on 21st Oct.

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Ramp Watch

PUNE FASHION WEEK 2016: GLITTERS FOR A CAUSE

The sixth edition of the spectacular Pune Fashion Week (PFW), 2016, presented an outstanding show in the city from 23-25 September.

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Fashion Creation

Yarns

RAYSIL LAUNCHES ITS TEXTILE VALUE CHAIN PARTNERSHIP FORUM- RACE

Indian Rayon recently launched their textile value chain partnership forum in Surat (Gujarat) on 25th October, 2016.

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Trends

LUXE MEETS LOCAL: WESTERN WEAR TRENDS FOR WOMEN

It is the season of blurring social boundaries in fashion. For this season's women's wear trends, blend ideas and mix crafts. We bring you the latest trends in women's wear that will rule.

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Trends

INDIAN TALES: ETHNO-WEAR TRENDS FOR WOMEN

Thanks to evolving trends in colours, cuts, patterns or designs, keeping up with the fashion police can be exhausting. When it comes to Indian wear, the clever thing to do is to keep in mind the broad elements and own a couple of key pieces. This and many more trends.

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