

CONTENTS

SECTION 1:

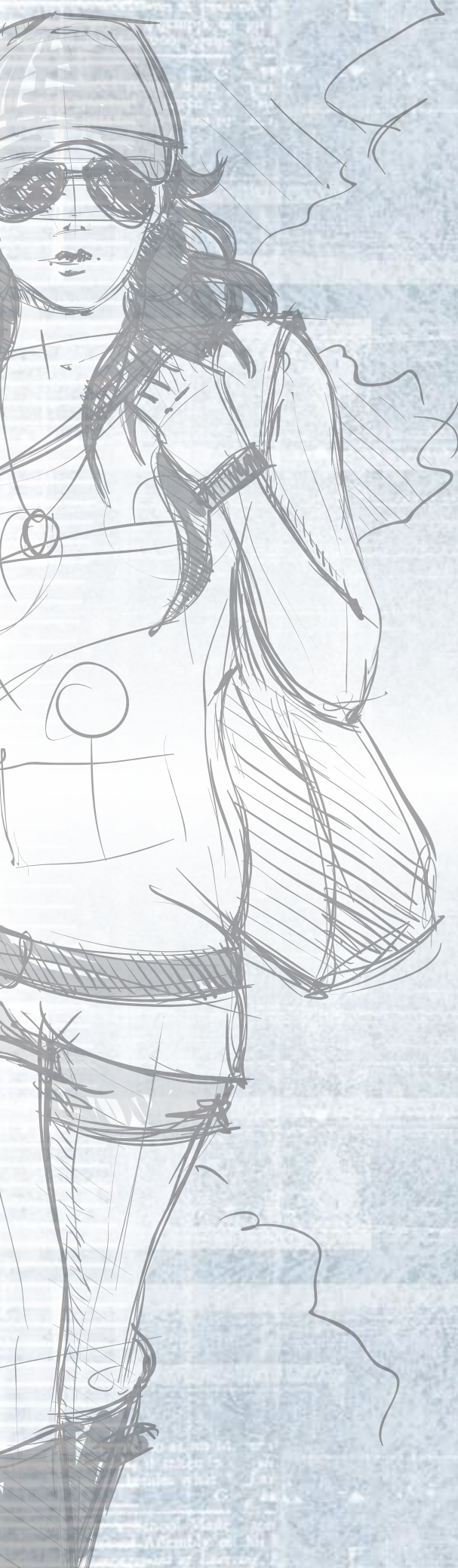
THE NEW FASHION CONSUMER.....34

- 1.1 WGSN's Future Consumer Outlook..... 36
– WGSN
- 1.2 Beyond the Haze: A Confident Indian Consumer Ready to Spend..... 40
– Team IMAGES Business of Fashion (Based on Nielsen Report)
- 1.3 Consumer Centricity: The New Look of the Season..... 46
– Hemant Mehta, Managing Director–Media, Digital & Chief Strategy Officer, Kantar IMRB
- 1.4 Consumer Shifts and Evolving Buyer Behaviour in Fashion 58
– Vineet Satija, Associate Director, and Subhodeep Nag, Knowledge Manager, Retail and Consumer, PwC

SECTION 2:

THE EVOLVING INDIAN FASHION MARKET76

- 2.1 The Indian Fashion Market – 2016 & Beyond 78
– Amit Gugnani, Senior Vice President, Fashion - Textile & Apparel, Technopak with research inputs from Goutham Jain and Saima Nigar, Team Technopak
- 2.2 Growth of Fashion E-Commerce..... 92
– Amit Gugnani, Senior Vice President, Fashion - Textile & Apparel, Technopak with support from Goutham Jain and Saima Nigar, Team Technopak
- 2.3 Omni Channel Retail: The New Buzzword in the Market 98
– Amit Gugnani, Senior Vice President, Fashion - Textile & Apparel, Technopak with support from Goutham Jain and Saima Nigar, Team Technopak
- Case Study: Van Heusen 103
– Team IMAGES Business of Fashion
- 2.4 5 Trends That Will Define the Future of the Indian Apparel Industry 104
– Renu Aggarwal, Principal Consultant and Willson Anand, Associate Consultant, Wazir Advisors



CONTENTS

SECTION 3:

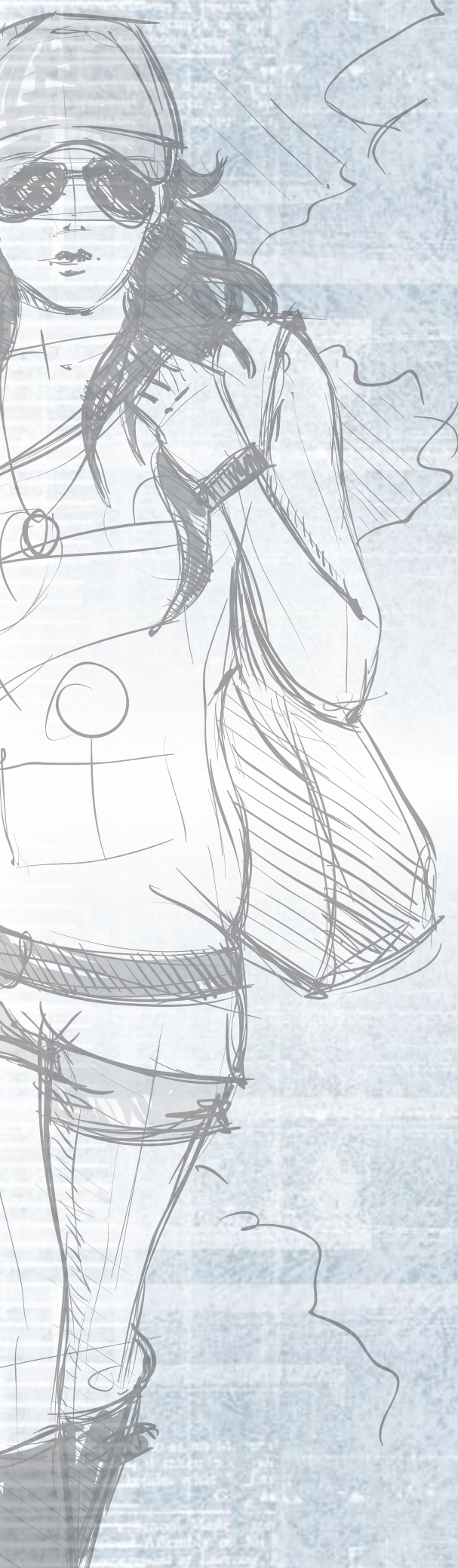
THE TECHNOLOGICAL IMPERATIVES124

- 3.1 Digital Transformation in Retail is Imperative 126**
– Mike Ghasemi, Research Director, Retail Insights – Asia Pacific & WW Hospitality, IDC Singapore
- 3.2 The Top New Technologies and Innovative Applications that Fashion Businesses Just Can't Ignore! 130**
– Sweta Chandna, Developer Architect-Retail, SAP Labs India
- 3.3 Staying Ahead of Trends with Data Analytics 138**
– Raman Bhushan, Partner, Data & Analytics, PwC India
- 3.4 fAI – Fashion Powered by AI would be the New Fashion 142**
– Santhosh Rao, Associate Director - Distribution Sector Leader, IBM Cognitive Solutions
- 3.5 Retail and Technology – A Bond Growing Stronger 146**
– Lisa Mukhedkar, Founder and Director, Restore

SECTION 4:

THE CURRENT DYNAMICS150

- 4.1 GST and Fashion Businesses in India 152**
– Suresh Nair, Partner, Ernst & Young
- 4.2 Funding Bling! Venture Capital and Private Equity Investments in Indian Fashion 158**
– Thillai Rajan A., Professor, Department of Management Studies, IIT Madras and C. Rathika, Fashion Designer
- 4.3 Funding and Investments in Indian Fashion - Dynamics and Prospects..... 168**
– Namita Bhagat
- 4.4 The Changing Dynamics of Fashion Retail Spaces 178**
– Ankita Sood, Consultant – Research, Knight Frank India



CONTENTS

4.5	Luxury Fashion – An Indian Perspective	184
	<i>– Tarun Joshi, Founder, VanityCask</i>	
4.6	International Fashion Brands in India – The 2017 Perspective	190
	<i>– Devangshu Dutta, Chief Executive, Third Eyesight</i>	
4.7	Launch Pad Report 2016-17: Global Fashion Brands Entering India.....	196
	<i>– Team IMAGES BoF</i>	
4.8	The Rise of Fashion Private Labels in India.....	210
	<i>– Amit Gugnani, Senior Vice President, Fashion - Textile & Apparel, Technopak with Goutham Jain and Saima Nigar, Team Technopak</i>	
	Case Study: Myntra.....	215
	<i>– By Team IMAGES Business of Fashion</i>	

SECTION 5:

THE FASHION PRODUCT216

5.1	Global Fashion Trends - 2018.....	218
	<i>– Trend Council</i>	
5.2	Fashion Education – The Right Way Forward	230
	<i>– Antonio Maurizio Grioli, School Head, Pearl Academy</i>	
5.3	The Indian Textile Industry – A Review	236
	<i>– Sumit Parmar, Research Associate, Wazir Advisors</i>	
5.4	Future of Fabric and Fashion Ingredient Sourcing	248
	<i>– Benita Singh, Founder & CEO, Le Souk</i>	
5.5	Why the World Needs Wool	252
	<i>– Lisa Griplas, Editor, The Woolmark Company</i>	
5.6	Investment Opportunities in Man Made Fiber based Textile Manufacturing in India	258
	<i>– Anubha Sehgal, Consultant, Wazir Advisors</i>	
	Contributors.....	264