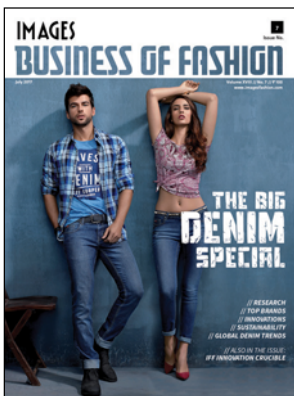




FASHION BUSINESS



Cover Picture Courtesy: Lee Cooper



STORE WATCH  
ROADSTER: PIONEERING EXPERIENTIAL RETAIL IN INDIA

Designed by Restore, this first-of-its-kind store in India offers a seamless online to offline experience to the consumer. The road comes alive on a video wall.

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SHOW  
Garment Show of India Vouches for 'Make in India'

The NCR hosted the Garment Show of India, a B2B exhibition that connects the apparel retail industry of India, at Pragati Maidan. A report.

Pg No.92



MERGER  
Huntsman And Clariant : Two Giants that Impact Denims Announce a Merger of Equals

US based Huntsman Corp and Switzerland's Clariant AG combine to create a \$ 14 billion chemical powerhouse.

Pg No.88



CAMPAIGN  
Lacoste Announces A New Ad Campaign: A film called Timeless

Lacoste, a fashion brand by tennis legend René Lacoste, releases its new campaign which emphasises on brand history and symbolism.

Pg No.90

RESEARCH  
The Indian Fashion Apparel Market- 2016 and Beyond

Team Technopak sizes the Indian fashion retail market, its key categories and analyses the current and future growth prospects and trends, in an exclusive report.

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# IFF INNOVATION CRUCIBLE

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Fashion Pioneer

## SPEED, SENSE & SCIENCE: TUKATECH ON AN EXPANSION SPREE IN INDIA

Tukatech, a premier provider of fashion technology solutions for the apparel industry is looking to expand its market share in India with focus on SMEs, shares founder and CEO - Ram Sareen.

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Ethics

## Body Shop's Campaign Against Animal Testing

Actress Jacqueline Fernandez joins The Body Shop's new campaign for a global ban on cosmetics animal testing on products and ingredients by 2020.

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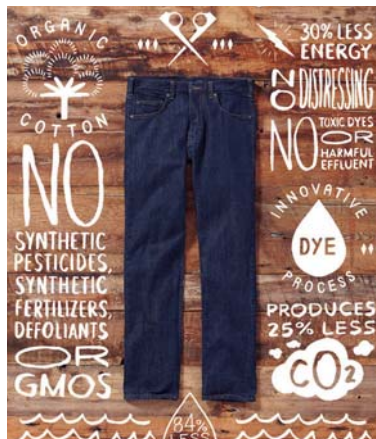


## IFF Innovation Crucible

### EXPERIMENTAL Denim Off the Beaten Path

Veteran fashion columnist Meher Castelino writes on how designers are experimentally using denim for new fashion horizons— shoes, bags, apparel, accessories, jewellery and even furnishings.

Pg No. 118



THE RIGHT WAY

### Patagonia: Doing it Right All the Way!

Creating best products while causing no unnecessary harm and reducing impact on environment - is what Patagonia strives for. Jeans made of 100 percent organic cotton and advanced dyeing processes reduces the use of water, energy and chemicals and produces less carbon dioxide.

Pg No.134

Innovations

### G-STAR RAW: CRAFTING INNOVATIVE DENIM

Redefining the meaning of RAW by deconstructing denim to its purest form, G-Star came up with innovations in construction, silhouette and shape.

Pg No.130



RECYCLING

### Doodlage : Upcycling and Re-constructing from Waste

Doodlage re-designs, re-constructs and re-cycles old clothing or industrial waste to create something that is totally new and interesting. Each of their up-cycled garments are unique and stands out.

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## FASHION RETAIL



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### CATEGORY STUDY

#### How 'MAN-LY' ARE TRENDS IN MEN'S DENIMS

The article explores the changing trends for men's denims in India as shared by a few top industry veterans.

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### CATEGORY STUDY

#### TRENDS IN WOMEN'S DENIMS

Images BoF talks to the leaders of major women's denim brands and analyses the various trends in the segment and the prospective growth.

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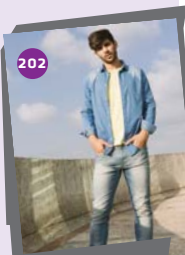
## BRAND WATCH

IMAGES BoF introduces some of the most vibrant Denim brands in India today.

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### SUSTAINABILITY

#### THE NEW WAVE: THE RISE OF ECO FRIENDLY DENIM

Good news is that concerned brands across the world are taking sustainable measures to prevent hazardous impact on the environment. We present a few.

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## Fashion Retail



### COVER STORY

#### THE INDIAN DENIMWEAR

#### MARKET 2016:2026

The youth driven denim market promises unmatched growth. Team Technopak, size the market and delve into its dynamics as a whole.

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### Focus Feature

#### EMERGENCE OF CUSTOMIZATION FOR THAT PERSONALISED DENIM

With an increasing number of customers gravitating towards perfect fits and designs in accordance to their personality, the trend of customisation in denims too is slowly picking up in India.

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### CATEGORY STUDY

#### NO MORE KIDDING WITH THE TRENDY KIDS DENIMS

Leaders from renowned denim brands in the kids' category talk about the trends, opportunities and evolution of this segment.

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Textiles Study

**THE INDIAN DENIM TEXTILE INDUSTRY 2017 : AN OVER-VIEW**

*The blue jeans has become a wardrobe staple and a fashion essential, and as such the denim textile industry is focusing a lot inward into the domestic fashion market. Images Business of Fashion talks to leaders of some of India's largest denim fabric companies.*

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Fabric Players

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**CENTURY 288**

**DOTTED JEANS 290**

**KG DENIM 292**

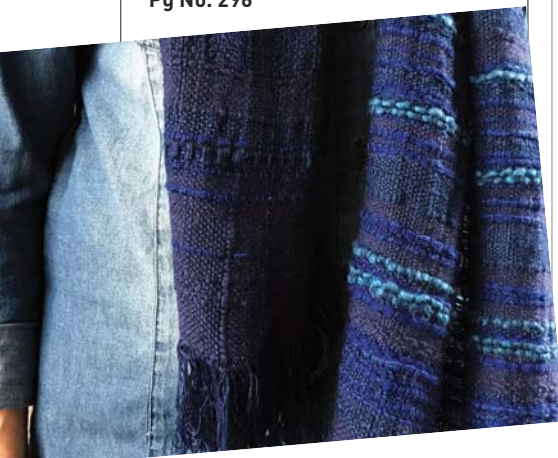
**RAYMONDS UCO 294**

Innovations

**MOOD INDIGO**

*Wool denim fabrics are a new approach to improve the aesthetics of traditional denim fabric. The Woolmark Company talks about the benefits.*

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Innovations

**RELIANCE RECRON**

*Bets Big on Functional and Performance Denims Team Images BoF speaks to the kings of polyester, Reliance about its plans for the denim industry.*

**Pg No. 299**

Initiative

**KHADI DENIM: THE INDO-FABRIC OF THE YOUTH**

*Khadi Denim, a hand-spun and hand-woven soft-feel fabric, is the new rage in the fashion world. Team Images BoF speaks to KVIC the apex body that operates with the mandate to promote Khadi.*

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Accessories

**TEX ZIPPERS: DENIM MAGIC IN METAL**

*Tex Zipper is a multinational zipper company that was established in 1987. Team BoF speaks to Mudit Tandon, Vice President, Tex Corp Ltd., to know what is trending.*

**Pg No. 304**

Trends

**GLOBAL DENIM**

**TRENDS - SS-2018**

*Trend Council presents exclusively for Images Business of Fashion its top Global Denim Trend picks for SS18.*

**Pg No. 309**

Star Trends

**JEANS OF THE STARS**

*The hottest trends and the hot Bollywood heroes that drive them.*

**Pg No. 326**

Stars Distressed

**DRESSED IN DISTRESS**

*Distressed or ripped denim looks edgy, raw and if styled right, sometimes utterly feminine too. It's a favourite amongst Bollywood divas. Hear it from them.*

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Efficiencies

**"HOW IMPORTANT IS FABRIC ROLL PLANNING IN THE APPAREL INDUSTRY?"**

*Understand why roll allocation or roll planning ensuring the least possible number of end bits are left behind is a critical issue.*

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