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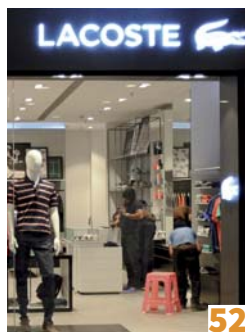
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- 62 REPORT INDIA FASHION FORUM (IFF 2017)**  
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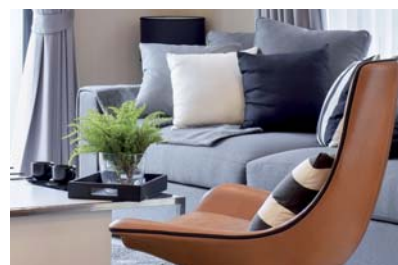


[COVER STORY]

## DIGITAL MARKETING: THE MISSING LINK BETWEEN YOU AND YOUR CUSTOMERS

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*It's no hidden fact. Despite all efforts, the retail industry constantly struggles to keep pace with what exactly is it that their consumers want. Expectations are temperamental and becoming increasingly difficult to live up to.*



44 RETAIL SPOTLIGHT

### INDIAN HOMEWARE & FURNISHING SEGMENT GETS A FACE-LIFT

*The consumer is changing. Urbanisation is on the rise and individuals are evolving, adapting to a modern way of living. A rise in disposable incomes means people are looking at a smarter way of living.*