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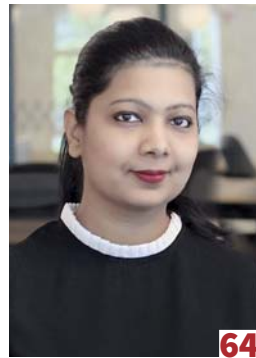
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12. NEWSMAKERS NATIONAL

INDIAN RETAIL SECTOR FOCUSES ON ONLINE SERVICES, PHYGITAL EXPERIENCE

H&M, Landmark and Raymond Group make major inroads in expanding their presence in the Indian retail market. We list out some of the major activities in the sector in the last one month

14. NEWSMAKERS INTERNATIONAL

INTERNATIONAL RETAILERS KEEP UP THE PROFIT BLITZ

New partnership deals, mergers and acquisitions, signing and resigning of top managerial employees – a lot rocked the international retail market's boat in the past month

18. EXCLUSIVE

RAYMOND TO EXPAND ETHNIX AND NEXT LOOK; INTRODUCE KHADI-SPECIFIC BRAND

Given that the VUCA environment is intensifying, Raymond has reshuffled its top brass, and has decided to push forward some of its most promising sub-brands

22. CENTER STAGE

DYSON LAUNCHES DEMO STORE AT DLF PROMENADE

Dyson brings its latest problem-solving technology to India, including its cord-free vacuum cleaners and revolutionary hairdryers

24. IN CONVERSATION

'LACOSTE IS A BRIDGE-TO-LUXURY BRAND FOR PEOPLE ASPIRING TOWARDS WELL-APPOINTED LIFESTYLES'

Lacoste – known for its strict clean-cut design codes and aesthetic – continues to work towards creating a luxurious shopping environment

[COVER STORY]

THE INSIDE STORY: WHAT MAKES FASHION RETAIL THE MOST PROFITABLE SEGMENT FOR MALLS

[PAGE 32]

The cover story analyses change in consumer income and demographic profile, and the role technological innovations, cultural shifts, social media and brand endorsements play in the growing standing of fashion retail within malls.



28. SUCCESS STORY

COVER STORY TO INTRODUCE A WORKWEAR SEGMENT

The brand aspires to become the go-to brand in the western wear category for Indian women

48. IN FOCUS

AFTER GST, FOREIGN FASHION BRANDS TARGETING INDIA EXPANSION

Dr. Rupal Shah Agarwal, gives an overview on how international fashion brands have gained after GST implementation in India

52. INNOVATION

SPAR HYPERMARKET LAUNCHES NEW INNOVATIVE STORE FORMAT

The brand has designed the store to offer value in an engaging and interactive environment, delivering a truly amazing consumer experience

56. DYNAMICS

INDIAN BRANDS REVIVE ETHNIC WEAR GENRE

The ethnic wear genre is here to stay and going by recent trends, it plans on leading the way for women's wear in India.

62. BRAND SPOTLIGHT

KAZO TO OPEN 500 PoS OVER THREE YEARS

Kazo aims to give exclusivity to the buyers both on the corporate and party wear outfits

64. MY THOUGHTS

'OMBRÉ LANE WAS LAUNCHED AFTER RESEARCH ON THE INDIAN WORKING WOMAN'S BODY TYPE'

The apparel brand focuses on providing customers with a superior product design, quality and fits along with a well-categorised website experience with quality customer experience