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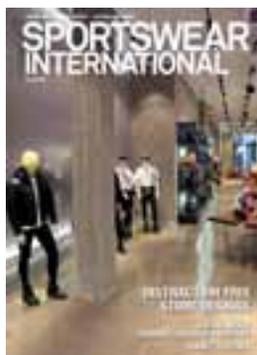
India Fashion Forum 2015 was held in Mumbai from March 18-20, 2015.

For 15 years now, the India Fashion Forum (IFF) has been the focal point for fashion leaders to converge every year with the single minded agenda to learn, share and evolve and catalyse the growth of the fashion value chain – from yarn to retail. It has been called “Easily one of the most focused and smartest fashion business conclaves in Asia”.

This edition of the IFF '15 was special. It was designed as an all new quad-core fashion experience, as immense evolution in both the consumer and the art and science of fashion Brand Creation, fashion Product Creation, fashion Store/Space Creation, and fashion Retail Technology, have made them game changers and subjects deserving focus as never before.

Therefore IFF 2015 took on a totally new feel, even as the philosophy of the annual show – to facilitate the convergence of out-of-the-box ideas and innovations in fashion creation and retailing by the IFF Forecast, Create and Transform ideology remained center-stage.

All four exciting cores had great insights with their own set of marquee speakers, workshops, master classes and conference sessions, besides each having their parallel dedicated exhibition zones.



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PICTURE COURTESY: LIVA

WELCOME TO THE INFASHION SECTION OF **IMAGES BUSINESS OF FASHION**. IN THIS SECTION, WE BRING TO YOU THE LATEST VISTAS AND INSIGHTS IN FASHION CREATION ACROSS FASHION DESIGN, FASHION TRENDS AND FASHION INGREDIENTS



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250 partners on board. Kangana on board. LIVA is making big waves in its first season of national launch.

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A talk with Jonathan Cheung who leads the global Levis



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A look at the ins and outs of brand-blogger collaborations, and a peep into the future

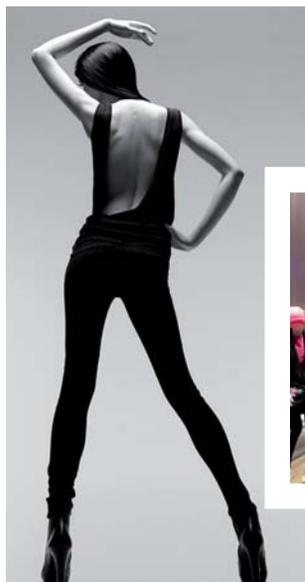


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Credits for India Capsule

SPORTSWEAR INTERNATIONAL

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