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BRAND EXCELLENCE

68 Simply Stylish

Celio, The French menswear brand, today enjoys a huge fan base in India too. Rajiv Nair, CEO, Celio Future Fashion shares about the brand's success matras that have seen it grow to over 41 EBO & 128 SIS already.

BRAND TALK

73 Turtle: Defining Relaxed Loose Silhouettes

With 51 percent of its product range comprising casualwear Turtle offers the most pocket-friendly worldclass apparel to its customers shares Narendra Parekh, Head Marketing, Turtle Limited.

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Sakshi Juneja, Manager - Business Development, Black Panther talks to about how Black Panther is committed to its vision of being 'Seriously Sports'.

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Tom Tailor, an iconic German casual fashion brand has signed online fashion retailer Jabong as its exclusive partner for India. Alongside its extensive worldwide physical retail presence, the brand is now available online in 21 countries.

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IMAGES Business of Fashion puts together its pick on of the most eye-catching ad campaign of the season by Vero Moda.

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84 The Live In Makeover with its New Brand Ambassador Ajay Devgan

Live In jeans has signed up actor Ajay Devgan as its brand ambassador. The brand is also planning to launch a signature line with Ajay in August 2015. Tirtha Bhowmick, National Sales Manager, Federal Brands, Live In talks on how the brand seeks to leverage upon the association.

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86 Casual look Bollywood style

Large glares, baggy shirts or live-in-them tees, Akshay Kumar, Shah Rukh Khan and Ranbir Kapoor make their own rules when it comes to effortless chic

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The new launches take the number of BHC EBOs to 33. Team Images BoF studies the stores strategy and the overall expansion plans.

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Siyaram unveils its first-ever ready-to-wear fashionable ethnic and lifestyle brand 'Siya' for women. The brand has signed Bollywood actor Parineeti Chopra as its brand ambassador.

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102 Akbarallys MEN: Shifting from a Departmental to Concept Store Format

Akbarallys MEN fulfills the need of the South Mumbai area for a trendy men's clothing store. Umme Aiman Khorakiwala, Managing Director, Akbarallys MEN discusses men's fashion and shares her plans for the new entity.



CALLINO

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COVER STORY

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50 THE CASUALWEAR MARKET IN INDIA

Driven by changing consumer lifestyles, the casualwear market in India has both grown and evolved at an incredible pace. Amit Gugnani (Sr. Vice President, Fashion) and Kanti Prakash Brahma (Principal Consultant, Fashion), Technopak present a detailed research study.

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58 INDEED A BESTSELLER OF CASUALWEAR TOO

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Advancements in fiber technology, specialist fabrics and design engineering will revolutionize both casual and sportswear soon. Images BoF takes a peep at the future.



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For fashion retailers, the concept of exclusivity is one of the most advantageous marketing opportunities. Rachna Nath, Partner and Lead, and Kalyani Palkar, Analyst, Retail and Consumer--PwC India elaborate on this in today's context.

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In the age of loss of hope with rampant commoditisation, discounting, me-too offerings, arbitrary EOSSs, etc, Images BoF looks at some of the world's most valued luxury brands, their personas and how they hold strong.



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InFashion

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



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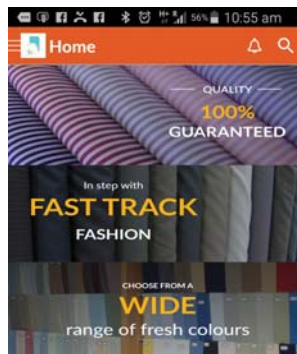
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Palazzos are transforming the casual wardrobe of women. IMAGES BoF taps the trend and its latest designs and styles.

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TAI Seminar for Textile Processing Clusters

A seminar for the benefit of textile processing clusters

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(GOTS) hosts a very successful conference attended by 250 delegates from 12 countries.

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Cotton Council International (CCI) which promotes U.S. cotton fiber and manufactured cotton products in more than 50 countries launches its 25-year old flagship brand, COTTON USA in India.

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202 **Knitcon 2015: 1st Edition held at Kolkata**

A conference aimed at sharing knowledge on the technological developments in core and allied areas like fibre and yarn, knitting, processing and finishing.

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As the smartphone converges the online and offline worlds, Thomas Lang, Managing Director of E-Business specialists Carpathia looks at this as a win-win scenario for both sides.



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217 Instilling Emotion Through Relevance

Advanced analytics and intelligent programs based purely on transactional data alone calculate customer wishes. Personalised pricing, spontaneous and surprise offers are the icing on the cake.



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Grabble stream lines the online shopping experience and encourages retailers to unleash their creativity and consumers to "grabble" offers. Co-founder Daniel Murray shares why and how the community has grown to over 50,000 in just 2 years.



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