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COVER COURTESY: TOMMY HILFINGER

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Sooraj Bhat, COO, Allen Solly reminisces upon the journey of the brand which introduced the Friday Dressing concept and by it redefined the very wardrobe of the Indian urban working man.

BRAND TALK

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Since its inception in 1986, Park Avenue, which looks at itself as a young, fashion forward, workplace apparel-and-accessories brand, has striven towards making the work life of its consumers easy by offering winning functional innovations. Images BoF talks to Hetal Kotak, Brand Director, Park Avenue on the wear to work fashion category in India.

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WORLD WATCH

76 American Apparel Inc.: Doing things The Right Way
With 239 stores in 20 countries across the globe, American Apparel is one of the few clothing companies which exports 'Made in the USA' goods globally. A truly vertically integrated company, they are manufacturers, distributors and retailers of branded fashion apparel. Images Business of Fashion takes a look at the unique success mantras of American Apparel Inc.



COVER STORY

THE WORKWEAR MARKET IN INDIA

While rapid industrial and service sector growth is increasing the size of the Indian work force, the growing awareness amongst corporates on the benefits of well-planned and organised work wear is driving its growing acceptance. Amit Gugnani (Sr. Vice President, Fashion) and Anant Jangwal (Consultant, Fashion-Textile & Apparel), Technopak present an overview of work wear in India, its key trends and drivers, and operating formats of organisations that are doing business in the work wear space.

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82 Creating the E-commerce Ethos for Madura F&L (ABFRL)

Trendin is not any run-of-the-mill fashion e-commerce portal but a platform which is the custodian of an incredible fashion heritage. Forged from the belief in offering endless style options for the customers, with added on consumer customization options, we are looking at a potential winner. Shivanandan Pare, Head-Trendin explains what gives Trendin an edge over other existing fashion e-commerce portals.



PICTURE COURTESY: DICKIES

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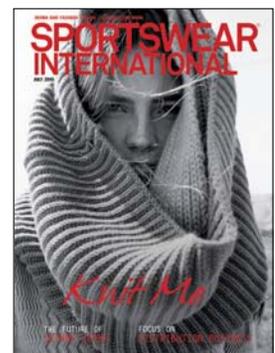


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WELCOME TO THE **INFASHION** SECTION OF IMAGES BUSINESS OF FASHION. WE BRING TO YOU THE LATEST VISTAS AND INSIGHTS IN FASHION CREATION ACROSS FASHION DESIGN, TRENDS AND INGREDIENTS



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Smart, confident, and well dressed, the cabin crew staff of an airline not only represents the philosophy of the company but also set the glam-quotient. IMAGES Business of Fashion makes its pick of the most stylish uniforms in the air today, especially the ones that embody both look and grace.

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Bollywood heroines are carrying entire films on their shoulders - a very welcome change. And it’s time that this sense of power was reflecting in their sartorial choices. We introduce you to the celebrities who are now carrying power dressing impeccably.

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Credits for India Capsule

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Creative Director: Gian Luca Fracassi

Senior Editors: Maria Cristina Pavarini/

Christopher Blomquist

Fashion Editor: Juliette Nguyen

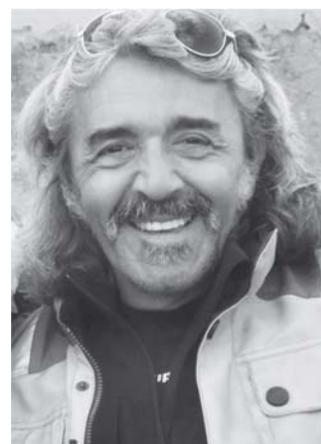
Managing Editor: Wolfgang Lutterbach



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Knit me