

Concept Store

**Fashion e-tailer Yepme Takes the Offline Route**

*Yepme launches its first brick and mortar store in Delhi NCR*

**Pg No. 34**

Fashion Tech

**Smart Garments: Present & Future**

*From key functional benefits across health, wellness, sports, protection to fashion and everyday comfort, 'smart garments' are the new buzz word. Dr. Nupur Anand, Chairperson, Department of Fashion Technology, NIFT, walks us through the new vistas*

**Pg No. 38**

Industry Speak

**From Just Functional Clothes to DesignerTags: The emerging kids wear Industry in India**

*In an attempt to map the burgeoning kids wear market, IMAGES BoF talks to a few influential figures in the Indian kids wear industry.*

**Pg No. 53**



My Thoughts

**REVAMP YOUR KIDS WARDROBE THIS SUMMER**

*Style tips for kids and their parents for Spring/Summer 2016. A must read for fashion creators and retailers, from the Queen of kidswear fashion creation Mohita Indrayan.*

**Pg No. 58**

Brand Launch

**Babyoye from Mahindra Retail brings Carter's Inc. to India**



*Prakash Wakankar, CEO, Mahindra Retail welcomes Carter's to India. With a legacy dating back to 1865, Carter's is one of America's most trusted brands.*

**Pg No. 62**



Round Up

**MARKET ROUND UP 2015-16: KIDSWEAR, STILL AT A TEETHING STAGE**

*Zainab S Kazi takes a quick dive to wrap up the latest happenings and to understand the dynamics of kidswear in India, especially infant wear.*

**Pg No. 66**



COVER STORY

**KIDSWEAR IN INDIA: A MARKET MARKED BY CAUTIOUS OPTIMISM**

*Amit Gugnani, Senior Vice President - Fashion and Kanti Prakash Brahma, Principal Consultant - Fashion, Technopak, study the critical kidswear category and its finer nuances.*

**Pg No.46**

TRADE WINDS

CMAI: 62ND N.G.F.

**Pg No. 74**

Curtain Raiser

**India Fashion Forum 2016**

**Pg No. 87**



FASHION RETAIL

STORE OF THE MONTH

**VAN HEUSEN: TECHNOLOGY FOR PERSONAL TOUCH**

IMAGES BoF showcases how the newly relaunched Van Heusen Style Studio uses all five senses to create an immersive experience for next-gen shopping.

Pg No. 104



STORES

ASICS

INDIAN ARTIZANS

FABI

WACOAL

SUCCESS

Pg No. 106 - 110



Q&A

**VITAMINS: 112**

**EXTENDS INTO BOY'S WEAR**

Ojas Nishar, Director, Vitamins shares how the brand is on the road to become a one stop destination for kids.

**612 LEAGUE 128**

Fashion for the Budding Hearts



BRAND PROFILES



**APPLE EYE 130**

Introducing Innovative Technology

**BEEBAY 132**

Fun, Frolic and Elegance

**MASH UP 134**

Providing International Fashion to Kids

**TWEENS MONTE CARLO 136**

Young at Heart

**ONE FRIDAY 138**

Bringing the Kids' Own Wonder World to Their Outfits

**CAMARO JUNIOR 140**

Fashionable Kids' Bottom Wear

**TOFFYHOUSE 142**

Eyeing Foreign Shores

**GARBO 144**

Boys' Fashion with Comfort

**SIMPLY 146**

Of Being Both the Cheapest and Best

**WOW 148**

Understanding and Adapting

**SMARTY 150**

Smart Wear for Kids and Teens

**SMARTY GIRLS 152**

Quality Clothing for Little Angels

**OOPS 154**

Edgy Fashion for Little Boys

**TEDDY 156**

On an Expansion Mode

**DOLLAR CHAMPION 158**

Hosiery for Little Champs

**SMARTY BOYS 160**

A Mix of Comfortable & Stylish Clothing

FOCUS KIDSWEAR

BRAND WATCH



**BEEBAY: PLANNING ITS NEXT MOVE**

Beebay's Retail Network shares about its journey in the domestic retail sector since 2007 and its future plans.

Pg No.118

**TOONZ: QUENCHING THE FASHION THIRST OF THE LITTLE ONES**

Sharad Venkta, Managing Director and CEO, Toonz Retail India Pvt. Ltd., talks to IMAGES BoF.

Pg No. 122

UFO: THE UNDER 14 SEGMENT

Abhishek Agarwal, Director, Creative Kidswear Pvt. Ltd. talks to IMAGES BoF on his brand UFO.

Pg No. 126



## Contents



163-189

## FASHION CREATION

### ENTREPRENEUR

#### IN CONVERSATION WITH A MAVERICK, A BELIEVER, A PIONEER...

*Pradeep Arora, one of the most influential figures in the Indian kids wear talks to IMAGES BoF on his experiences and his brands.*

Pg No. 166



### ORGANIC

#### ORGANIC CLOTHING: THE WAY TO GO

*Manisha Bapna takes a quick overview at how organic apparel are being accepted in kids wear.*

Pg No. 173



### LICENSING

#### CHARACTER APPAREL: RULING THE ROUGE

*While globally, licensing and merchandising is a large business, IMAGES BoF takes a look at its impact on kidswear in India.*

Pg No.170

### CELEB WATCH

#### TWINKLE TWINKLE FASHION'S STARS

*IMAGES BoF takes a look at the sartorial side of some young actors who have grabbed eyeballs with their amazing on screen appearances.*

Pg No. 174



### TEXTILE PLAYER

#### IN FOCUS THIS MONTH IS DEEP BLUE.

Pg No. 186

## Fashion Creation



## PREVIEWS

#### TOMMY HILFIGER, ALLEN SOLLY, PEPE

*IMAGES BoF presents a sneak preview of the Tommy Hilfiger, Allen Solly & Pepe Spring/Summer 2016 kidswear collections.*

Pg No. 178-185



## INTERNATIONAL TRADE FAIRS-2016 PREVIEW

Presented by: SPORTSWEAR INTERNATIONAL

Pg no. 190-209

