

## Contents

# B

36-74

## FASHION BUSINESS

### FORECASTS

#### WGSN's Top 5 Fashion Predictions for Pre-Fall 16

WGSN highlights some of the top women's wear trends to watch out for, in its catwalk analytics report, a data-based analysis that highlights important product shifts from Pre-Fall '15 to Pre-Fall '16.

Pg No. 36

### BIG DATA

#### Put Your Fashionable Foot Forward As Big Data Meets Fashion

The fashion industry in India is rapidly evolving and with this, the need to predict the fashion trends on real time, too has become an unavoidable requirement. This is where 'Big Data' steps in to save the day for the fashion brands and retailers. Sunil Jose, MD, Teradata India, talks about Big Data and how it helps companies in turning extremely large quantities of data into useful information.

Pg No. 48

### LEAD RESEARCH

#### The Epicenters of Fashion Retail in India

India is one of the important retail markets for retailers with Mumbai, NCR and Bengaluru being the biggest. Knight Frank studies these fashion epicenters. Extracts from its "Think India. Think Retail 2016" report.

Pg No. 52

### BRAND WATCH

#### RUOSH: IT'S ALL ABOUT THE EXPERIENCE

Offline stores like Ruosh have crossed boundaries when it comes to making the consumer experience, the back bone of the store. Mohini Binopal, Co-Founder and Retail Head, Ruosh (Sara Soule Pvt. Ltd.), talks to IMAGES BoF.

Pg No. 62

### CATEGORY WATCH

#### Easy On The Eyes



"From neighbourhood opticians to multiple touch points, eyewear retailing gets an accessibility makeover. An overview.

Pg No. 66



### LAUNCH

#### LUX GLO

The renowned innerwear brand, Lux Cozi has introduced Lux Cozi Glo for the youth of today who yearn for stylish and attractive innerwear.

Pg No. 68

### FLAIRMEN

A high-quality range of leather accessories that bridge the gap between elegance and functionality, we explore Flairmen's new stylish line of bags and wallets.

Pg No. 70

## Fashion Business



### COLLECTION

#### DUKE

Inspired by the creative allure of Bali, apparel brand, Duke Fashions has launched its Spring/ Summer collection 2016.

Pg No. 69

### Neva

The leading thermal and active wear brand, Neva has introduced its latest collection of 'Neva Summer Active Wear'.

Pg No. 71

### Q&A

#### WOOLMARK

Arti Gudal, Country Manager - India, The Woolmark Company, shares her thoughts on India Fashion Forum 2016, The Wool Lab, and The Woolmark Company's focus on the Indian market.

Pg No. 72

### LUXURY

#### LE DOLCE VITA

The Ambassador of Italy to India and the Italian Trade Commissioner unveil the first ever Italian campaign in India, 'Italy: The Extraordinary Commonplace' and launch 'Le Dolce Vita - a celebration of Italian Fashion, Luxury & Lifestyle'.

Pg No. 74

## Contents

### INDIA FASHION FORUM

75-151

#### IFF CONFERENCE: DAY-1 (PG 78-100)

##### THE FASHION CONFERENCE OF THE YEAR

The 16th edition of the India Fashion Forum, (IFF) went miles in drawing a current and truly meaningful perspective to the business of fashion in India. An industry in the throes of multiplicity of opportunities and challenges chartered the course to clarity via a 7-dimensional focus on the critical agents of change. Presented by online giant Exclusively.com, the two-day extravaganza was hosted at Hotel Renaissance, Mumbai on the 15th and 16th of March, 2016.

##### PRE-INAUGURAL:

**PROFITABILITY IN FASHION:**  
*What Makes Fashion Retail The Most Exciting and Profitable Business To Be In*

##### THE IFF INAUGURAL:

*Fashioning The Fastest Changing Consumer Market of The World*

##### CEO THINKPAD:

*The Dynamics of the Ever-changing Fashion Business and how CEOs are Coping to Get Ready for The Next Decade*

##### OPEN THOUGHT

*The Next 5 Years of the Evolution of The Fashion and Lifestyle Business*

##### OPEN THOUGHT

*The Next 5 Years of the Evolution of The Fashion and Lifestyle Business*

##### INTELLIGENT RESOURCING: WGSN

*Understanding Fashion and Trend Forecasting*



##### BRAND ALIVE

*Creating Your Own Brand Story*

##### INTUITIVE TECH BIG DATA:

*Decoding The Fashion Landscape*

##### INTUITIVE TECH THE NEXT

*Generation of Design and 3-D Technology*

##### OPEN THOUGHT: FASHION & LIFESTYLE CEO'S ENCLAVE:

*The Big Opportunity in Fashion, Shoes, Accessories, Beauty and Lifestyle*

#### IFF CONFERENCE: DAY-2 (PG 102-128)

##### ALPHA BRANDSTERS:

*The Next 'Unicorns': Working With Fashion Innovators And Entrepreneurs And Creating Companies Of The Future*

##### HUMAN CONNECT: Global

*Intelligence, Local Thinking: How To Translate Trends into Successful Products For the Indian Market*

##### INTELLIGENT RESOURCING

*Buying and Marketing Heads Conclave:*

##### BUYING AND SOURCING FROM A RETAILER'S

**PERSPECTIVE-** *What's Next and How to Make it Ready for the Omni-channel Climate and Rapidly Changing Consumer Trends*

##### OPEN THOUGHT STORE

##### DESIGN CONCLAVE:

*Smart Stores for Smart Shoppers-The store of the future that is needed and very much possible to build today*

##### IFF EXCLUSIVE:

*Marquee International Speaker's Keynote: The Future of Wearable Technology*

##### OPEN THOUGHT:

*Fashion an Excellent Investment Opportunity*

## 16th india Fashion Forum

##### SEAMLESS EXPERIENCE

##### OMNI-CHANNEL CONCLAVE-

*Revolutionising The Retail Experience Through Smart Payment Systems*

##### OPEN THOUGHT: PREMIUM

##### LOUNGE CONCLAVE:

*Growing The Essence of Privilege and Casual Luxury- Curating Lifestyles of The Affluent Customer*

##### INTELLIGENT RESOURCING:

*Sourcing & Design Conclave: Creating The Soul of Fashion*

##### OPEN THOUGHT:

*E-Mall to Omni-channel: Setting the Stage for Collaborative Success*

#### INDIA BRAND SHOW

##### SHOWCASING THE LOOK OF THE SEASON

*At the India Brand Show 2016, brands showcased the looks of the season and upcoming collections to the best of the retail world. Change was seen dynamically in fashion, where established brands were re-inventing themselves and new brands were paving new ideas.*

Pg No. 130

#### IMAGES FASHION AWARDS 2016



*The 16th Annual Images Fashion Awards (the IFAs) recognised the continuing evolution of dynamic, forward-looking brands at a glittering ceremony which was also the grand finale of the 16th edition of India Fashion Forum.*

Pg No. 136



## Contents



156-169

### MILANO UNICA



#### MILANO UNICA XXII

##### **MILANO UNICA XXII: "UNITED TO BE UNIQUE"**

The XXII edition of the Italian Textile and Accessory Trade Show - Milano Unica presented the new initiatives designed to meet the emerging and changing needs of the global market. The show was dedicated to fabrics and accessories collections for the Spring/Summer 2017 season.

Pg No. 156



##### **THE SHOW, KOREAN OBSERVATORY, JAPANESE OBSERVATORY**

Milano Unica XXII The Show, Korean Observatory, Japanese Observatory The trade show had special areas dedicated to separate categories, accessories, international pavilions, young talents and also other initiatives, such as, the traditional area for vintage research and another area dedicated to linen.

Pg No. 160

#### MILANO UNICA XXII TREND AREA: MOODS AT THE SPRING SUMMER 2017

The Trend Area at the XXII edition of the Milano Unica, featured four main themes - Abyss, Nature and Artifice, Africa Punk and Psycho Bit for the Spring/ Summer 2017, where visitors could find inspiration and creative sparks to develop more innovative, future-oriented products.

Pg No. 162



#### **NEXT SECTION SPORTSWEAR INTERNATIONAL**

Pg no. 174-205



#### MILANO UNICA XXII THE WOOL LAB SPRING/ SUMMER 2017 BY WOOLMARK

The Woolmark Company presented its latest edition of the seasonal guide at Milano Unica, 'The Wool Lab Spring/ Summer 2017', an innovative seasonal guide.

Pg No. 169



DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

# SPORTSWEAR INTERNATIONAL



## RETAIL

### 174 **It's All About The Customer**

Edgar Rosenberger has established vertical as well as multi-channel retail concepts before people were even talking about them. Today, he advises entrepreneurs and corporations with his know-how.



## RETAIL

### 182 **Is Sexism Still In Fashion**

The fashion industry in Britain is different- At 70 percent, the proportion of women working in this sector is relatively high. But why is only every fourth management post held by a woman?



## BRANDS

### 186 **Does Sex Still Sell?**

Why the established fashion marketing model of fueling sales with sex and controversy ran out of date.



## FEATURE

### 188 **He? She? Me!**

Is gender-neutral dressing reserved strictly for high fashion or is the whole approach also has something for the mainstream? We explore.



## LAST WORDS

### 181 **Dear Dita...**

Burlesque star Dita Von Teese is the modern erotic icon. With perfectly pale skin, signature red lips and seductive vintage style, she embodies femininity like no other. A quick chat.

Credits for India Capsule

# SPORTSWEAR INTERNATIONAL

Editor-in-Chief: **Sabine Kühnl**  
Creative Director: **Gian Luca Fracassi**  
Senior Editors: **Maria Cristina Pavarini/ Christopher Blomquist**  
Fashion Editor: **Juliette Nguyen**  
Managing Editor: **Wolfgang Lutterbach**