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Q&A

One Up for LIVA

Images BoF speaks to Manohar Samuel, President - Marketing & Business Development, Birla Cellulose, Grasim Industries Ltd., as the company completes one year of brand Liva and its association with its brand ambassador Kangana Ranaut.

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MY THOUGHTS

INDIAN RETAIL AND THE ROAD AHEAD

Darpan Kapoor, Vice Chairman, Kapsons Group, discusses the present retail market in India and emphasizes that both - online and offline should invest in each other's territories to create an integrated platform to engage customers.

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CONCEPT

RENTING AS A BUSINESS MODEL

Accessibility, convenience and affordability are fuelling the burgeoning online rental business. Sahyujyah Shrinivas delineates how it has emerged as a win-win situation for all.

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LAUNCH

MASSIMO DUTTI ENTERS INDIA

Massimo Dutti enters India after years of wait due to regulatory hurdles. The brand opened its first store at Delhi's Select Citywalk. Images BoF takes a look.

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BRAND EXCELLENCE

Raymond Ready-To-Wear A Cult for Men

Images BoF speaks with Sumeet Soni, Brand Director, Raymond (Ready-To-Wear) on what sets them apart from the rest.

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COLLECTION

LOVEWEAR, THE NEW SUMMER COLLECTION BY MONTE CARLO

Monte Carlo's 'Lovewear' offers an exquisite range of clothes for men, women and 'tweens'.

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FASHION RETAIL

INDUSTRY TALK

SHIRTS RULING THE ROOST SINCE AGES

Shirts are the basic wardrobe staple for men in India. Men are no longer restricted to the same old formal shirts for every occasion and have revolutionized their wardrobes with varieties of shirts for different purpose and functions, each overpowering the former.

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EXPERT SPEAK

WOMEN'S SHIRTS: THE UNCLAIMED SILHOUETTE

Despite the substantial size of the women's shirts market, the segment is phenomenally fragmented. Nischal Puri, Managing Director, Horizon Consulting India, discusses.

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E-RETAIL

E-COMMERCE IN MEN'S SHIRTS: EARLY STAGES

With shift in preferences and increased availability of choices offered by new entrants, the online luxury shirts market is expected to augment at a rapid pace, finds S.Ganesh, Co-Founder, thestiffcollar.com.

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DESIGNER TALK

THE NEED OF INNOVATION IN MEN'S SHIRTING

Designer Sagar Mehra discusses the design metamorphosis of shirts and the areas that still hold scope for more innovations.

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BRAND WATCH: LEADING SHIRT BRANDS



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Mastering the Men's Wear Segment



COVERSTORY

SHIRT MARKET IN INDIA

Experts from Technopak map the Indian shirt market proving how it holds huge scope for brands and retailers, provided they manage to cater to the ever changing fashion requirements.

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CUSTOMIZATION

MADE-TO-MEASURE SHIRTS: CREATING INDIVIDUALISTIC STYLE STATEMENTS

As times change, and the market progresses, a proliferating disposition towards bespoke is being witnessed. Images BoF studies. Pg No. 130

MADE TO MEASURE BRANDS

RAYMOND MADE TO MEASURE CUSTOMIQUE
BOMBAY SHIRTING COMPANY
CREYATE
KACHINS
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CLASSICS Pg No. 150

ICONIC SHIRT CAMPAIGNS

BRANDING Pg No. 152-153

TOMMY HILFIGER'S SPRING 2016 GLOBAL AD CAMPAIGN
Laidback island style gets a fresh, colourful twist.





Shows

THE 23RD HONG KONG FASHION WEEK FOR SPRING/ SUMMER TO DEBUT WOMEN'S WEAR & KNITWEAR ZONES

The 23rd HKTDC Hong Kong Fashion Week for SS'17 is to hit the stage from 4-7 July. A preview.

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TRENDS

MILANO UNICA FW 17-18: TRENDS & MOODS

A dialogue between past and present, arts and crafts, tradition and modernity, East and West, creates the codes of elegance for Milano Unica's FW 2017-18.

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TEXTILE STUDY
SHIRT FABRICS: AN ANALYSIS OF ITS TREND, INNOVATION & CONSUMPTION

New innovations and newer forces of competition in shirt fabric manufacturing are fast changing the face of the industry. A study.

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FABRIC MAJORS

SIYARAM SILK MILLS LIMITED: COME HOME TO SIYARAM'S

Siyaram Silk Mills Limited, established in 1978, is a company that believes in values and adheres to its ethics. Ramesh Poddar, Managing Director, Siyaram Silk Mills Ltd, talks to Images BoF.

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Welcome to the Linen Fiesta

INNOVATION

RAYMONDS READY TO WEAR: ALL SEASON WOOL SHIRT

Raymond continues its saga of innovation with its product—the All Season Wool Shirt.

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ZOOM IN

TYPES OF COLLARS: STYLE OPTIONS OF A DRESS SHIRT

The collar, without a doubt, is the most striking features of a shirt. We check its evolution and sartorial options.

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Trims

WENDLER: THE HEART OF THE SHIRT

Peter Heim, International Sales Director, Wendler, a world leader in shirt interlining, shares insights on the business.

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DESIGNER WATCH
A SHIFT IN PREFERENCES

Although cotton reigns as the enduring choice, the preferences in shirting fabrics are evolving with time. Arti Kapur Singh delves into the latest trends.

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INSPIRATION
WHEN SHIRTS MADE STATEMENTS

Right from Dev Anand, who was legally barred from wearing a black shirt in public to Ranveer Singh who makes really bold statements with his designer shirts, Bollywood's non-conformists have set quite a few shirt trends.

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DENIM AND FASHION TRENDS — CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL



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Unisex fashion insiders Toni Muccio and Melissa Tarozzi who own the premium brands Scarti-Lab and Brand (Not) Brand talk on their clothes, their love for Made in Italy products, great craftsmanship and handmade manufacturing techniques.



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Adidas Originals has recently done a lot of things right in Street Fashion. What's the vision behind it? The brand's new vice president of global design, Nic Galway shares.



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Credits for India Capsule

SPORTSWEAR INTERNATIONAL

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Menswear Trends for Fall/ Winter 2016-17
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Menswear Colors & Materials for Fall/ Winter 2016-17