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Indian Man Soaked in Colours

Vipul Mathur, Head Marketing, Lee, talks about change in men's wardrobe with the addition of colours in last few years.

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Creating Fast Fashion

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Pioneering Ready-made Retailing

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Menswear on the RISE

THE INDIAN MENSWEAR INDUSTRY IS ON AN UPSWING WITH MEN BEING MORE EXPERIMENTAL AND FASHIONABLE THAN EVER. **IMAGES BOF** SPEAKS TO BRANDS AND RETAILERS FROM FOUR REGIONS OF THE COUNTRY TO BRING FORTH SOME OF THE SEASON'S BEST-SELLING TRENDS.



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