

Outlook 2012-13

60 COVER STORY

The year 2012 has been a mixed bag of highs and lows for the retail industry. Developments such as the announcement of 100 per cent FDI in single brand retail is expected to bring about a major change in the retail game. IMAGES BOF speaks to some brands and retailers to get their perspective on the year that is ending and expectations from the new year.

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Expanding horizons

Rajiv Mehta of PUMA directs towards the smaller cities and suggests to play by the rules to find customer base.

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From a time when India had just one innerwear product, the undergarments industry has emerged to become a major player in the textile business.

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Shift towards apparel brands increasingly diversifying their product category to footwear.

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Harminder Sahni talks about the opportunity to grow for brands by being present in multi brand retail outlets.

