

96 RETAIL WATCH

A Steady Success

Diversification takes a new meaning when a photography shop decides to venture into garment retailing and pens a success story.



100 Being Customer-centric

Daring to be different, Planet Fashion ups the ante of customer expectation through a wider selection range.

104 MARKET WATCH

New Avenues in Business Process Outsourcing
BoF brings to fore a differently packaged BPO concept and tracks its market demand.



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Lady of Fashion

IMAGES BOF takes a sneak peak into the trendy and up-to-date wardrobe of **Sophia Premjee**, MD, Lord's Shoes.

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Conservative Aggression

Zodiac passes the five-decade mark in business. **Meher Castelino** traces its journey over the years.



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Check Mate

Nital Ganatra, fashion and costume stylist, brings a preview of latest Bollywood styles.



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Quintessentially American

With its recent re-entry in India, **Rishi Vasudev**, Vice President and Brand Head, Gant India, reveals the new brand strategy and positioning.

130 HR WATCH

Creating Indian-ness, Embracing Mythology

Central is a unique mix of tradition and modernity. Old values and a young workforce stride alongside to turn the wheels of this big organisation.

154 FASHION AD-DICTION

Ad Man **Shivjeet Kullar** decodes the going-ons of the fashion advertising world.

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Magic of Denim at InFashion

InFashion, India's leading trade show cosponsored by **IMAGES Group**, holds a special segment totally dedicated to denims.



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GLAMOURCLAMOUR
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My homespun picks

HARD TALK

Explosive Growth of Premium and Luxury Fashion Business
 Management consultant **Harminder Sahni** analyses the highs and lows of fashion retail industry.

