



44

EVERY MONTH

- 23 Editorial
- 31 Letters To The Editor
- 44 December In Brief
- 50 Outlets
- 108 Season's Offerings



34

MY THOUGHTS

- 34 **Reaching Out to the child in everyone**
Roshini Bakshi, Managing Director, Licensing and Retail, Disney UTV, tells us how to cater to all age groups with a common offering



54

REPORT

- 54 **Dealing with variety in supply chain**
With more and more categories and products moving away from being just a utility item to a differentiated, preferred brand, the marketers of competing brands are vying for attention

FASHION

- 60 **Personalised apparel: the way to wear**
Trends show a skew towards made to measure and this time around brands are bringing in the customisation

WEB WATCH

- 68 **Seizing online opportunities**
Shivamandan Pare, Head of e-commerce at trendin.com by Madure Fashion and lifestyle, discusses the importance of taking the online route

BRAND DEBUT

- 73 **For the Discerning Indian male**
The new independent UK Fashion Brand Stanley Kane have launched in India with a tie up with Myntra.com

Q&A

- 76 **Growing by lips and Bounds**
Radhesh Kagzi, President, Creative Lifestyles Pvt Ltd shares top trends for S/S '14 and strategies for expansion

MARKET WATCH

- 78 **Casualwear Market in India**
The shift from formal attire to comfort oriented casual attire is driving the market

ENTREPRENEUR

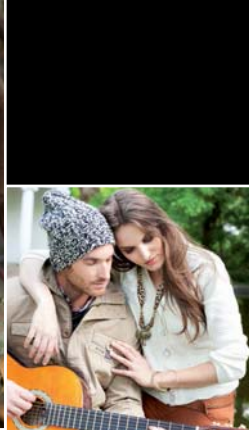
- 88 **Road Vogue**
Sanjeev Mukhija, Marketing Director, Breakbounce Streetwear talks about the brand's positioning, marketing strategy and the journey covered



78



88



Brands in India 2014

With the economy looking up and the a ready liberalised single-brand in India, the fashion retail industry is galloping firmly ahead. Domestic brands are capitalising on the advantage of being on their home turf as also imbibing great lessons in creating fast and forward fashion from their international counterparts. IMAGES BoF profiles some of the star brands to highlight their growth, business strategies, retail presence, and future plans.



TRENDS

92 Modellectuals: The Trend snippet for S/S2014

The modernists imbibing intellectualism are back in trend with Bob hairstyles, Beatle cut, Ivy League cut and Parka jackets

94 The Cool, Casual and Confident

The four S/S collections by Jack&Jones together offer a sharp, fashionable and casual look

96 Flamboyant Chic

This S/S Vero Moda redefines fashionable dressing for contemporary women



92

BRAND WATCH

98 Sin: Time to Sin

Taking a look at the one year journey of this premium youth casualwear brand which is all set to expand its product portfolio

INNOVATION

102 Tech Savvy

Harkirat Singh, Managing Director Woodland talks about keeping the outdoor and adventure spirit alive through constant innovation and new technology

IFF AGENDA

228 *The entire knowledge chain of fashion creation will be on show in spectacular style at the 14th edition of India Fashion Forum. The agenda mentioned is dated 10 Jan and the final programme is subject to revision.*

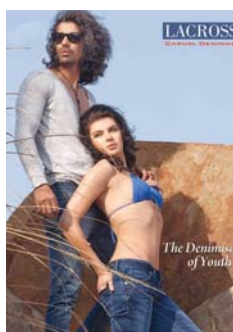


94

96



164



176



168



132



170

Brands in India 2014: The List

112	7TH SIN	188	MAX Q
114	ADOBE	189	MEXICO
116	AMERICAN SWAN	190	MINERAL
118	ANTIC JEANS	191	MINIKLUB
120	ARWA	192	MOUSTACHE
123	ASTRON	193	OKS BOYS
124	B KIND	194	ONLY
126	BAGGIT	195	PEPPERONE
128	BEING HUMAN	196	PROLINE
130	BLACK PANTHER	197	PUFF
132	BLUE MAN	198	R&C
134	BODYCARE	199	REETACK JEANS
136	BONJOUR	200	RIOT
138	CLASSIC POLO	201	RIVERSTONE
140	COOL COLORS	201	ROCKSTAR
142	CRIMSOUNE CLUB	203	RUKOOTINA
144	DA MILANO	204	SAFEXPRESS
146	DEAL	205	SHERIFF
150	DESI BELLE	206	SIN
152	DHIRAJ BATTU DESIGNS	207	SNAPDEAL
154	DUKE	208	SNX
156	FAVOLA	209	SOCH
158	FINGER CHIPS	210	SPARK KIDS
160	HORST	211	STATUS QUO
162	HYPHEN	212	STRIDE
164	JACK & JONES	213	SUCCESS
166	JUELLE	214	SURREAL
168	JUSCUB	215	TAANZ
170	KHUSHAAL	216	TBASE
172	KILLER	217	TEEMPER
174	LA MILIARDO	218	TOFFYHOUSE
176	LACCROSE	219	TSG BREEZE
178	LIBERTY	220	TURTLE
180	LINO PERROS	221	VEROMODA
182	LONGHORNS	222	VIMAL
184	LOTTO	223	VOXPOP
186	MANISH CREATIONS	224	WELCO AGENCIES
187	MARC SOCKS	225	WERT JEANS
		226	XBLUES
		227	YELLOW JEANS

contents

DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL

CONSUMER|STREET REPORT

246 **Tell me what you wear**

How do consumers feel about sustainable fashion and how much money do they spend on clothes

PRODUCT|PRICING

252 **The Price is Right**

From the field to the store shelf-how much do jeans cost

STORES|RETAIL CONCEPT

256 **C&A= Chic & Awesome**

A fully revamped C&A flagship store in Dusseldorf unveils a modern shopping experience

SOURCING|COMMENT

258 **Facing Fashion's Reality**

How can the local situation of Bangladesh be changed

SOURCING|LOCATIONS

260 **There's No Place Like Home**

Answering the market faster, with quality, creativity and at fair prices is the fashion industry's biggest challenge.

SOURCING|WAGES

266 **Setting a Good Example**

Nudie jeans pays the workers of its only Asian factory wages that cover their cost of living.

STORES|DENIM

268 **Grand Openings**

The store unveilings of the past year set new standards. No matter if a denim mecca or designer boutique

STORES/MULTICHANNEL

277 **Enter, click and buy**

Mixing together the physical experience of entering a store while buying via e commerce

STORES|TRENDS

278 **Digital Evolution**

How do you intelligently link the online world with the offline world



246



252



256



260



268



277



278

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