

40



EVERY MONTH

- 23 Editorial
- 31 Letters to The Editor
- 38 Brand Tracker
- 40 Seasons' offerings
- 42 Outlets

48



INTERNATIONAL ROUNDUP

- 44 **Brands performance in markets**
After putting all the austerity measures in place, global retail brands seem to facing improved performances

Q&A

- 48 **MAS Holdings aims US\$ 100 million revenue by 2020**
Ajay Amalean, co-founder, MAS Holdings and managing director, MAS Brands and Retail for India shares about his business and vision for the company

54



52

MY THOUGHT

- 52 **Beachwear the new casual**
Sunita Gupta, director, The Big Door shares how beachwear is becoming a rage in casualwear category

60



RETAIL EXCELLENCE

- 54 **Chunmun: From baby steps to giant strides**
Namita Bhagat explores the journey of Chunmun from a humble shop to the current chain of multi-brand stores

BRAND WATCH

- 60 **T-shirts still the best pick**
Usha Periasamy, VP-Operations and brand head, Classic Polo talks on the brand's successful reign as one of the most popular T-shirt brands
- 64 **Leegend & Caesar Quality menswear**
Atul D Shah, owner and founder of Charchit Apparels shares his views on how they created pan India presence and a strong identity

64



DISTRIBUTOR'S PROFILE

- 68 **Competitive & challenging business**
Anurag Narsingh Jhawar, owner, Orange Clothing Company discusses about the challenges, promotional strategy and competition in distribution

68



TRENDS REPORT

- 84 **What's hot this FW '14!**
A snapshot of top designs, styles and colours for the season

84

F/W COLLECTION

- 92 The second of the two part series on forthcoming fall-winter collections of the brands



COVER STORY

72 THE TEXTILE AND APPAREL SUPPLY CHAIN: AN OVERVIEW

The research by Technopak shows how fashion retailers and manufacturers are being urged to rethink their supply chain to adequately respond to the unpredictable nature of shopping



110

M-COMMERCE

110 It's time for m-commerce
Shopping through mobile devices is gaining ground among fashion retailers, Anurag Patel of NIFT shares his project report

WEB WATCH

116 A platform for upcoming designers
Vijay Bhaskar started mydesignersales.com to display upcoming fashion designers alongside noted fashion designers



118

HR EXCELLENCE

118 Staffing strategies end-of season sale
Sheetal Choksi shares how retailers around the nation add more interim sales associates to support the busy End of Season Sales



116

TECHNOLOGY

122 A more visual shopping experience @ Retail stores
Mood and emotion sensing device and its integration into the retail sector to enhance the overall shopping experience



124

CASE STUDY

124 Capillary drives CRM for Benetton
Capillary drives Benetton's customer base growth by 7.5 times in less than two-years



128

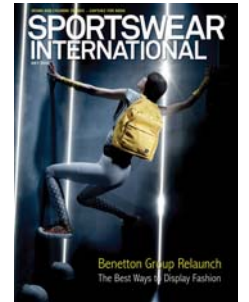
CONVERSATION

128 "Indian luxury market is still evolving"
Prem Dewan, retail head, OSL Luxury shares why India is a significant market for Corneliani



131

COVER COURTESY: DEEPIKA GOVIND



165



134
INNOVATION
THE ROAD LESS
TRAVELLED

Renowned designers are twisting the warp and weft to add design innovations at the loom stage, giving birth to a fabric that is supple, drape-y and super comfy



140
DESIGN
EMPOWERING WITH
KNOWLEDGE

MFL's new path-breaking and revolutionary Knowledge Management Centre in Bengaluru is a step towards empowering the brand in industry innovation

154
INGREDIENT
EXCELLENCE
EUROPEAN
RECOGNITION FOR
BEING NATURAL
Vrijesh Natural Fibre and Fabrics shares how it bagged "European Flax" honour through its work



156
TRADEWIND
RETAIL SOURCE INDIA: A
GARMENT FAIR TO FOSTER
BUSINESS

AEMA organises Retail Source India to promote organised retail sector

Ingene Trend Tips
Fall Winter 2014
Mens trouser

Tip 1 #shineup!
Metallic surfacing
foiling
glitters

Calvin Klein
VICTOR & ROLF
AGNES

For more tips, contact us:
www.youthinsightsindia.com

144
TRENDS
TREND BYTE:
FASHION TREND TIPS
FOR AW '2014-15

Ingene Insights Consultancy presents trend-tips of men's and women's wear for upcoming Autumn Winter 2014-15



contents

DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL

FACTS | BRANDS

169 Color cure

Benetton group's overall relaunch has just started and its two major brands are being overhauled as part of it.

170 Stepping into the future

The Italian premium denim producer Candiani denim is facing modern market challenges with innovative products, new managers and marketing initiatives.

172 The denim jeweler

Calik Denim's new general manager, Hamit Yenici, has some clear aims in mind—betting on quality, innovative fashion denims and expanding globally.

FACTS | RETAIL

174 Do it yourself

Christoph Munier and Andrea Dahmen will open their 17th Kauf Dich Glücklich store this year- and the first one abroad.

177 Under Control

Chec king production steps, window-dressing phases and retail operations now can be simply done through new software warda, devised by and for fashion insiders.

FASHION | FOOTWEAR

180 New Love:Trainers & High Fashion

Only a few years ago sneakers were declared dead. But now even high fashion has discovered them again.

FACTS | SHOW

182 You just have to be self-confident

Anita Tillmann burns with passion for fashion and Berlin. And her company, Premium Exhibitions, has stood for far more than fashion trade fairs for quite some time now.

FACTS | STORE

184 On display

Hang, stand, lay—what is the best way to present fashion? here are some new ideas around the world.

Credits for India Capsule

SPORTSWEAR INTERNATIONAL

Editor-in-Chief: **Sabine Kühnl**

Creative Director: **Gian Luca Fracassi**

Senior Editors: **Maria Cristina Pavarini/Christopher Blomquist**

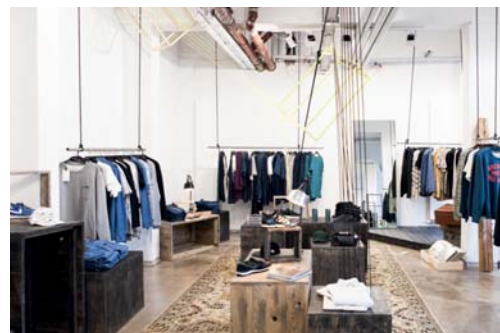
Fashion Editor: **Juliette Nguyen**

Managing Editor: **Wolfgang Lutterbach**

170



172



174



177



182



184