

- 162 STRATEGY**  
**Re-strategising Business**  
 It's GAS's second debut in India and **Claudio Grotto**, MD and President-founder discusses newer business strategies.
- 168 BRAND WATCH**  
**Heritage Brand**  
 Founded by freedom fighters, Liberty Shoes has evolved to become a huge entity. **Anupam Bansal**, MD, Liberty Retail Revolutions takes us through its journey.
- 174 Energising Business**  
 Energie's entry into India ups the ante for the denim industry. **Alok Dubey**, VP, Arvind Lifestyle Brands and Business Head's takes on the brand's future.
- 178 Embracing Ethnicity**  
**Sharad Nawalgaria**, MD, SNG Fashions, shares his aspirations for Fida, and how he aims to reposition the brand.
- 184 The Fairy Tale**  
 With a strong belief in the parent-daughter bond, **Vikas Khanna**, founder of Isabella, talks about his brand and his dreams.



77

**EVERY MONTH**

- 11 EDITORIAL
- 21 LETTERS TO THE EDITOR
- 23 WEB PAGE
- 54 MAY IN BRIEF
- 73 TRADE CALENDAR
- 77 SEASON'S OFFERINGS
- 102 OUTLETS
- 110 BRAND AMBASSADOR
- 112 BRAND DEBUT
- 276 WINDOW TRENDS

116

COVER STORY



## INDIAN CONSUMERS SHOPPERS OR BUYERS?

IMAGES BoF in assistance with NIFT conducted a survey to analyse the buying behaviour of Indian consumers.

Q&A with **K.K. Cariapa**, Chief Buddy, Opsbuds Solutions, on consumers' insight and purchasing behaviour.

**186 Retail Watch**

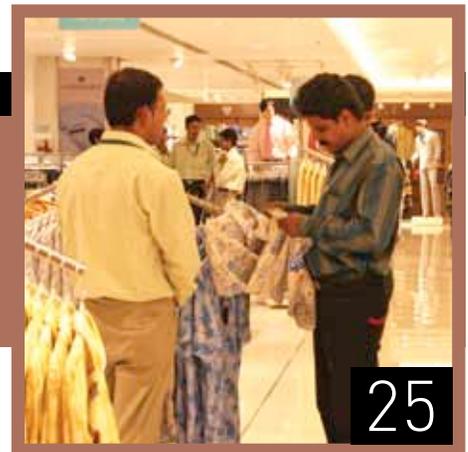
**Steady Success**

Established in the year 1978, Bhubaneswar-based retailer Satyam Shivam Sundaram has carved a niche for itself and **Priti Agarwalla**, Director, talks about its future plans.

## MY THOUGHTS

### Driving Impulse Shopping

The evolution of the shopping environment in India has led to a greater choice and product availability. Combined with increased discretionary income it plays a key role in influencing consumers to indulge in impulse shopping.



**190 Stepping Ahead**

**Sanjeev Jain**, CEO, Gupta H. C. has brought in a slew of foreign brands to the Indian market. With names such as Miss Sixty, Enroute, U.S. Polo Assn. and Canvax, his umbrella venture G Plus is already burnishing its appeal in the retail arena.

**194 Designer Watch**

**The Art of Fusion**

Combining Indian ethnicity with Western cuts, **Kavita Tulsian** caters to contemporary women. IMAGES BoF catches up with the young designer to find out her future plans.

148

**198 The Journey**

**An Epic Story**

Pantaloon's journey indicates its success story across the nation, and **Rakesh Biyani**, Director, Future Group, talks about the success story.

**206 Making of a Bag**

Cheemo stood the test of time and grew to become a brand to reckon with. Born out of passion and courage in the year 1960, the **Jaffers** take us through the brand's journey.

**214 HR Watch**

**Key to Business Success**

Madura F&L believes in harnessing the strength of its employees The HR head speaks about the role of the Human Resource department.

**223 Expertspeak**

**The Name Game**

**Craig Reiss**, Principal of CIA: Customers Into Advocates, a Connecticut-based customer research firm gives valuable tips on branding.

## INDUSTRYSPEAK



**Youth in India and their mutating consumer behaviour**

Internet and social media have changed the purchasing behaviour of Indian consumers dramatically and **Kaustav SenGupta**, Associate Professor, NIFT Chennai, traces various parameters determining this behaviour.

- 232 **How to Sell?**  
**Swati Bhalla** a visual merchandiser and corporate trainer for retailers reveals the art of presentation as an integral part of retailing.
- 238 **The Next Normal**  
 Recession is past but its effect has changed the retail outlook. **Robert (Bob) McKee**, Industry Strategy Director, Lawson shares his thoughts with IMAGES BoF.
- 252 **CASE STUDY**  
**SAP to Bridge the Gap**  
**Atul Bhandari**, VP, SAP India, speaks about the advantages of the exponential growth of the fashion retail sector and how retailers depend upon technology to be on top of things while retaining an edge over competitors.
- 260 **DREAM MERCHANTS**  
**Teen Vogue**  
**Nital Ganatra**, fashion costume stylist, brings a preview of latest Bollywood styles.
- 262 **INNOVATION**  
**Survive & Thrive**  
**Rafiq Somani** is Area Vice-President, PTC India, talks about how leading retailers and brands are embracing Product Lifecycle Management (PLM) solutions to enhance bottom-line efficiency.

244

## HARD TALK

**The Darker Side of the Business of Fashion**  
**Harminder Sahni** on sweatshops and sourcing style.



286

**GLAMOUR CLAMOUR**  
**Kushal Punjabi**

My homespun picks

246

## IN THE CLOSET

**A Refined Collection**  
**Simrita Dhillon** is the co-founder and design director of Golmaal. An impeccable wardrobe reflects her penchant for travel and eye for luxury.

