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Character licensing in Kidswear

The Indian kidswear market has evolved tremendously and is continuing to grow at an incredible pace with many national and international brands establishing a very strong presence in the segment. Licensing in kidswear market in India is burgeoning with opportunities. With its immense potential spelling magic for both the licensor and the licensee, Shahona Datta turns the spotlight on the fascinating world of licensing and players actively involved therein.



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20, 21, 22 MARCH 2013
BOMBAY EXHIBITION CENTER
GOREGAON, MUMBAI INDIA

The final countdown begins

The Indian fashion retail industry is gearing up for IFF 2013. The stage is finally set for the gala event scheduled from 20 to 22 March 2013 at the Bombay Exhibition Centre in Mumbai.



MY THOUGHTS

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Ansul Agarwal, MD, Dhananjai Apparel, shares his thoughts on why today kidswear is doing phenomenally well.



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Manu Indrayan, Managing Director, talks about the new entrant, Baby League, in the kidswear category.



BRAND WATCH

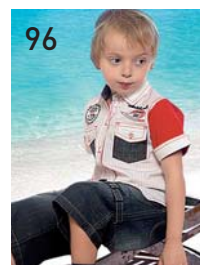
92 Spreading warmth everywhere

Mridula Jain, Owner, Shingora, shares that the brand has been exporting about 80 per cent of its manufactured products and is planning to extend its offering to more countries and penetrate deeper in the domestic market.



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Hitesh Ahuja, Director of Miki House Apparels, talks about Fooba Wooba's success story, the importance of breaking away from the mainstream, thinking out of the box, and trying hands at something new.



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Classic assortment

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Amit Rawal, Founder and CEO, Elitify.com talks about how this premium website came into being and the scope for it that lies ahead.



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Transition time

Bread & Butter trade event of denims and sportswear concluded its latest three day show in Berlin on 17 January 2013. The theme this time was "Big Time – for the bold and brave brands."



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Vinod Parmar, Proprietor, VP Fashions, talks about his journey as a leading fashion distributor of Eastern India.



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Planning on a world tour from Bangkok to Dubai and London, the eighth edition of the Blender's Pride Bangalore Fashion Week showcased the Summer Showers theme for this year.



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130 Charting the trends

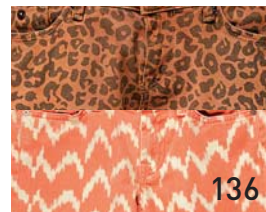
Amit Gugnani, VP, Apparel Operations, Technopak, says that kidswear from a niche category has now come a long way and become a part of the family brand.



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Sandeep Nandlal, Communications Manager, Fashion 365 Retail Pvt. Ltd., discusses how luxury boutique stores give it all to meet customer requirements in the Indian market.



136 The evolving fabric

The world of fabrics is evolving and denim manufacturers across the globe are experimenting with new technologies and innovations today. Find out about what to expect in the upcoming Spring Summer season.

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138 In Vogue on Road

Tad conservative here, tad experimental there, people on the streets of Kolkata were a riot when it came to playing with the diverse facets of fashion.

