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Concept: Grey Worldwide & KKCL
 Photography: Steve KOH
 Image courtesy: Killer Jeans



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MENSWEAR ON THE RISE

The menswear market in India is pegged at US\$17 billion. From being a fragmented market, dominated by local brands, it has evolved post liberalisation in 1991. Today global brands are looking forward to it as a high consumption potential market.

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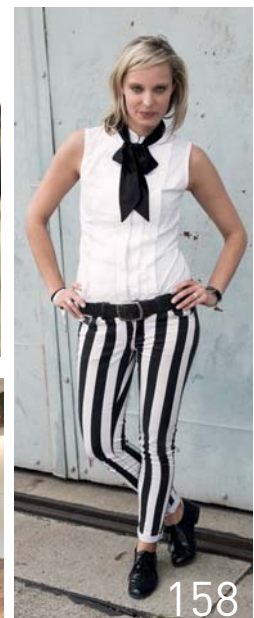
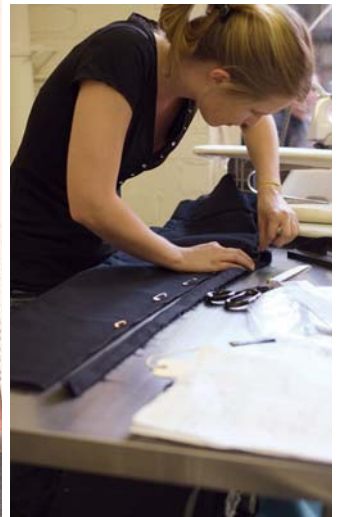
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Credits for India Capsule

SPORTSWEAR INTERNATIONAL

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