

MAJORS

Aditya Birla Private Equity Invests in Creative Lifestyle

Creative Lifestyle, the owners of women's apparel brands like 109F, Fusion Beats and O2xygen receive investment from Aditya Birla Private Equity.

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TECH WEAR

GO TECH-CHIC THIS WINTER

As technology advances in wearable tech, the quantified self and life logging have enabled us to enjoy comforts

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THERMALS

KEEPING IT WARM IN WINTERS WITH THERMAL WEAR

With Indians getting more fashion conscious, the rise in thermal wear comes as no surprise. Trendy, irresistible outerwear are pushing people to indulge in thermal wear with more propensity as compared to sweaters and cardigans. Images BoF speaks with top brands to trace key acceptance, demand and trend dynamics in the thermal wear industry in India

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JACKETS

JACK IT

Jackets and coats are winter fashion staples and here is a low-down on the essential cuts, styles, colours and fabrics that will not only keep you warm, but also make you look fabulous

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COVER STORY - I

WINTERWEAR MARKET IN INDIA

Amit Gugnani, Senior Vice President and Jaspreet Kaur, Associate Consultant for Fashion at Technopak size and profile the market and highlight how investment in new technology and being abreast with international trends have helped in boosting this market

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LUXURY

FETING FENDI'S FUN FURS

A salute to 50 years of Karl Lagerfeld with the Italian fashion house Fendi, and Fun Furs, a concept he transformed.

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SHAWLS

GIFT A SHAWL, SHALL WE?

Bhuvan Ahuja, Director Retail, Ahujasons makes a case for shawls this winter

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COVER STORY - II

Fashion Accessories Market in India

Amit Gugnani, Senior Vice President and Esha Srivastava, Research Associate for fashion at Technopak trace the size, growth and key dynamics of the fashion accessories market in India.

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ETHNIC ACCESSORIES

ETHNIC ACCESSORIES

Arvind Saraf, Director, Triveni shares his views on the growing significance of the segment of ethnic accessories.

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LEATHER ACCESSORIES

WITH ITS EYES ON THE MEN'S FASHION ACCESSORY MARKET

CROSS JOINS HANDS WITH TORERO CORP

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CELEB

BOLLYWOOD BAUBLES

Images Business of Fashion has put some of the B-town girls under the style microscope to see who wears the best accessories in Bollywood. The beauties seem to be going big on small details.

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FASHION RETAIL

WINTER WEAR BRANDS
PROFILES - FASHION BRANDS

A quick look at some top winter-wear brands, their latest collections and future plans

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ACCESSORY BRANDS
PROFILES - ACCESSORY BRANDS

A quick look at some top accessory players, their latest collections and future plans

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COLLECTIONS
FLUID AND HOT - IT'S LIVA AW'15

LIVA's latest campaign with Kangana Ranaut brings alive the unique attribute of the fabric - fluidity

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COLLECTIONS
VERO MODA LAUNCHES MARQUEE COLLECTION BY KANGANA RANAUT

The new 'Vero Moda Marquee Collection,' designed by Kangana Ranaut launches on the runway through a sizzling fashion show with Kangana herself as the show-stopper

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LEGGINGS EXCLUSIVELY

Riding on a trend that has taken leggings from a minimal to must, legging brand, De Moza is planning to open 50 exclusive outlets by the end of the next fiscal. Images BoF talks to Agnes Raja George, CEO, De Moza

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STAR RETAILER
AVIRATE LAUNCHES ITS SIGNATURE LINE

Avirate showcased its new arrivals with an haute couture fashion show and also displayed fashion essentials that are easy to wear and easy to carry with garments

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FESTIVE F/W COLLECTIONS
CHIC AND SENSATIONAL
AW'15 COLLECTION

Velvety, modish and enthralling...the new collection by Deal Jeans showcases new trends in styles, designs and shades

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LAUNCHPAD
DOLLAR MISSY LEGGINGS:
LEGGINGS CONQUERING
THE MARKET AS THE MOST
CONVENIENT BOTTOM WEAR

Images BoF talks to Vinod Gupta, Managing Director, Dollar Industries about the response to Dollar Missy Leggings after its launch

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COLLECTION LAUNCH

STITCH APPARELS
SEW UP A GREAT
BOTTOMLINE WITH
SKYING & ENDICOTTE

Ashok Morbia, Director, Stitch Apparels, shares insights on trouser market and the demand of high-end fashion in men's trouser

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DOLLAR LAUNCHED
FORCE NEXT PREMIUM
INNERWEAR BRAND FOR
MEN

Hosiery major, Dollar Industries on how it plans to make Force NXT a 100 crore brand of premium range of briefs, trunks and vests brand by 2016-17 itself

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Fashion Creation

LAUNCH

SIYARAM'S BRINGS ITALY'S LIFESTYLE BRAND CADINI IN INDIA

Siyaram Silk Mills Limited has bought ownership rights to manufacture and market Italian lifestyle brand Cadini's fabrics in India, Sri Lanka and few other countries in Middle East

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RAMP

BRINGING MOTHER NATURE TO THE FOREFRONT

The second season of Mysore Fashion Week (MFW) brought together several collections themed around mother nature and the need to go back to eco-friendly products. A report.

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SPORTSWEAR INTERNATIONAL



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Maintaining a low profile in the noughties due to financial difficulties and misguided management decisions, sports brand Fila is trying to regain its once strong presence in the US and European markets by pulling out iconic styles

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The rise of the denim ingredient brand in the American jeans market



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SPORTSWEAR INTERNATIONAL

Editor-in-Chief: **Sabine Kühnl**
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AW Lab, a cool sport style chain of 164 stores, believes in the importance of the street as a source of inspiration, reference point for its work and the reason for its appeal to young and young at heart customers.



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Europe restarts attracting investments according to Monica Cannalire, retail expert, Jones Lang Lasalle. She talks about movements in key cities and the top players

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What are the alternatives to summer down jackets? And which other outdoor jackets do we highly recommend for your summer assortment? Have a look at the newest jacket trends for spring/summer 2016

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For summer 2016 you should expect some familiar trends that had a make over: the seventies are back bigger than ever, cool skater looks celebrate a revival for boys while the girls get fresh dressed in '90s inspired sportswear.

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216 Mrs. Button

The design creations of ute holk are only a few millimeters in size. Her company, Jim Knopf, makes unusual buttons for apparel companies around the globe

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