

**19 MY THOUGHTS**

**Womenswear going West**

**Saurabh Pradhan**, MD, Bombay High, believes that the womenswear category is the next big thing in India's retail industry.

**75 MARKET WATCH**

**Spreading Across**

**Shilpa Gupta**, Head Retail and FMCG, FICCI, believes that retailing in malls is more economical in tier II and III cities.

**77 STRATEGY**

**Guerrilla Marketing**

Successful marketing strategies adopted by some players in the Indian retail industry.

**EVERY MONTH**

- 11 Editorial
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- 56 Outlets
- 113 Window Trends
- 118 Season's Offerings



**60 COVER STORY**

**A NEW BEGINNING**

FROM A MULTI-BILLION DOLLAR OPENING IN EARLY 2005, TODAY INDIAN RETAIL IS POISED TO BECOME A TRILLION DOLLAR OPPORTUNITY BY 2020. WHILE THE PROSPECT SEEMS BRIGHT AND OPPORTUNE FOR RETAILERS, THE PAST MEMORIES COUPLED WITH BLEAK CURRENT MACROECONOMIC ENVIRONMENT AND REDUCED CUSTOMER SPENDING STILL HAUNT MANY. IN THIS SCENARIO, IS MALL PRESENCE AN INEVITABLE CHOICE FOR INDIAN RETAILERS IN THEIR QUEST FOR ENHANCED CUSTOMER EXPERIENCE AND BUSINESS SUSTAINABILITY? IMAGES BOF SPOKE TO RETAILERS AND EXPERTS ON THE RIGHT MIX OF STAND-ALONE STORES AND MALL PRESENCE THAT WILL ATTRACT EYE BALLS, INCREASE FOOTFALLS AND ULTIMATELY DRIVE THE BUSINESS.

**TRADITIONAL RETAIL EXPANDING TO MALLS**

**80 VISION 2020**

**Fashion retailing in the next decade**  
**Ankur Bisen**, Head of Consumer Products and Retail, Technopak Advisors, discusses the three trends that will significantly impact the country's fashion retailing industry.

**84 DESIGNER WEAVES**

**Top Trends**  
 Different parts of the garments were taken into consideration by the designers with definite trend directions at the Lakmé Fashion Week Winter/Festive 2012.

**96 RETAIL WATCH**

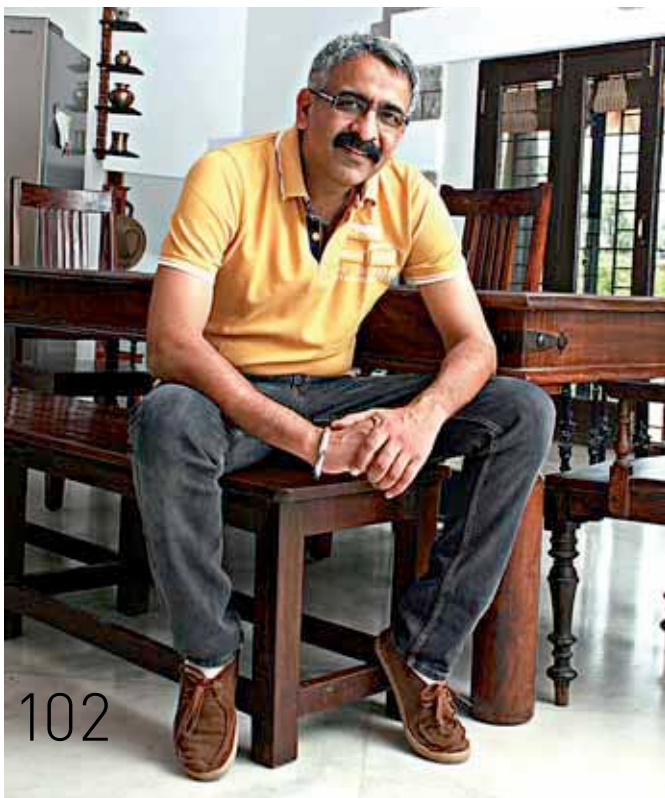
**Diversifying the Product Portfolio**  
**Kamal Beria**, Director, Nagarmal Sheonarayan, runs a more than hundred-years old traditional retail venture in Bihar and is trying to tap the wide consumer base.

**100 RETAIL EXCELLENCE**

**Super Service**  
 Unique services in Select Citywalk mall in Delhi make customers feel at home thus making it a successful mall.

**102 IN THE CLOSET**

**The Adventure Streak**  
**Vipul Mathur**, Head Marketing, Lee, throws open his wardrobe dotted with classic earthy casuals, rough terrain boots and semi formals.



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84



**107 EVENT**

**SIGA 2012: The Fashion Festival**  
 The SIGA organised its 17th South India Garment Fair which was attended by a good number of potential visitors.

**108 Garment Fair in Orissa**

The tenth edition of the Orissa Garment Fair was a success with the participation of 400 retailers.

**109 Hyderabad Garment Fair**

Fourteenth edition of Hyderabad Garment Fair showcased some of the popular as well as upcoming brands.

**110 Trendition 2012**

Chennai Apparel Association provided a platform for discussion on various issues pertaining to the industry.