

GUTS OVER FEAR!

CONVERTING CHANGE INTO
OPPORTUNITY IS THE ONLY WAY...

44

COVER STORY

In this cover story of our 'Anniversary issue', we have coherently compiled the views of dozens of modern retailers about the present-day challenges and futuristic opportunities, and what needs to be done to unleash the true potential of modern retail.



- 12 INTERNATIONAL ROUNDUP**
In an attempt to win lost market share, Abercrombie & Fitch (A&F) is moving away from its preppy brand positioning.
- 18 NATIONAL ROUNDUP**
Plus size category is under-served and presence of organised retailers excites those seeking fashion in that category.
- 26 TRENDING**
In the current retail scenario, where developing an omnichannel identity is a must-do for most brick-and-mortar retailers, the rationale is to deliver a more real, 'five-senses' experience for customers.
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Headquartered in Mumbai, the coupon website, CouponDunia Media, has grown to become one of the most preferred destinations of availing discounts, coupons and offers in India.
- 32 RETAIL EXCELLENCE**
Canon owns 157 stores across the country. The company's continuing initiative to tap B-, C- and D-class cities of the country is instrumental in this regard. Andrew Koh, Vice President - Consumer Imaging and Information Center (CII), Canon India talks about the retail journey of the brand and their expansion plans.
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Lalit Agarwal, CMD, V-Mart Retail, while speaking to Nipun Jacob Augustine, indicates his pan India ambitions. Looking forward to establishing its strong base in East India.
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How often do brands indulge in having an enviable store design if it's a B2B store? No prizes for guessing but it is uncommon for a B2B brand to have a visually appealing store.
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Known for its fresh fruits and vegetables, Pazhamudir Nilayam opened its doors for the first time to consumers of Coimbatore in 1965.
- 42 INTERACTION**
The market size of online fashionwear in the year 2015 is about ₹2,200 crore (US\$ 0.37 billion) and it is expected to grow to ₹3,300 crore (US\$ 5.5 billion) by the year 2020, unveils Rahul Narvekar, CEO, www.indianroots.com, an NDTV venture.
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Specialty retail in India is growing and is heading for a stupendous growth in the near future.
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The advent of digital has not only enabled shopping online, but is also influencing in-store retail purchases. Shoppers today are significantly influenced by digital throughout the shopping journey.



Canon



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Customers in India have endless opportunities and choices with the introduction of internet and mobile alternatives for retail therapy. Retailers increasingly recognise that to stay competitive and provide a more personalised shopping experience for customers, they need technology.
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In July, Lifestyle International Pvt. Ltd received the enviable distinction of being recognised as amongst the top 10 Best Companies to work for in India In an exclusive interview, Venkatramana B, President -- Group HR, Landmark Group India walks IMAGES Retail through the the organisation's award-winning practices relating to human talent retention.
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Luxury fashion has seeped profoundly into every domain of our consumer society.
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When it comes to opening a restaurant, nothing is easy. From deciding the right cutlery or table linen to hiring staff to negotiating with vendors. What is the solution, then? The solution is meticulous planning, says Chef Sabyasachi Gorai, recipient of the President's Award as the Best Chef of India.
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Product image helps digital manipulation, clarity of texts, promotions on social networking sites, visual appeal.
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It is difficult to argue with the statement that the mobile phone has made a bigger difference to our lives than any other invention in the last three decades.
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"Listen to the customer- really listen, don't just hear." Says, Rajesh Mahajan, MD, Maspar. Maspar is one of the leading home furnishing brands in India.
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