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# FASHION RETAIL SCENARIO IN INDIA: TRENDS AND MARKET DYNAMICS

The Indian retail market is expected to demonstrate a promising year-on-year growth of 6 percent to reach USD 865 billion, by 2023, from the current USD 490 billion. The share of apparel in India's retail market is 8 percent, corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative

Cover picture courtesy: Blocher and Blocher Partners (Mirwald, Michael)\_Victorinox Flagship store in Düsseldorf, Germany

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