



CONTENTS

JULY 2012

IN THIS ISSUE

26Retail Launch

The Watch That Talks

Dutch watch-phone brand Burg has launched its products in India recently and is looking to take the store count to 20 this year

30Retail Excellence

Hidesign: Luxury Made Affordable

Leather accessories brand Hidesign, which began as a hobby of entrepreneur Dilip Kapur in 1978, has become synonymous with affordable luxury

36Entrepreneur

Sweet Taste of Vinegar

Varsha Bhawnani, Owner, Vinegar Fashions India, tells her story about how she created a successful apparel brand

54Technology

Hottest Retail Technologies

Aneesh Reddy of Capillary Technology lists 10 hottest retail technologies that can give retailing a boost

60Technology

Driving Efficiency Through Supplier Collaboration

Successful running of a retail business to a large extent depends on a retailer's ability to complement his suppliers' core capabilities, says Shijo Sunny Thomas

64Technology

Magic of Mobile

Retailers should begin acknowledging mobile phones as the most powerful tool ever for retailing and integrate these in the retail environment, says Girish Khare

68Technology

Technology in Fashion Trade

Technology adoption has become a necessity in fashion industry which is influenced by the spoilt-for-choice customers

70Profile

Watch Out for Ethos

The Chandigarh-based Ethos Swiss Watch Studios plans to strengthen its position as the largest retailer of luxury watches in India. What makes it tick?

78Report

What do Online Buyers Look for in Websites?

Priya Mary Mathew highlights the most valued attributes of a website being looked by online shoppers in India.

Technology: The Great Enabler

CAN RETAILERS TODAY SURVIVE WITHOUT TECHNOLOGY? THE ANSWER IS A CLEAR NO. TECHNOLOGY IS A FORMIDABLE FORCE MULTIPLIER THAT HELPS RETAILERS TAKE BETTER BUSINESS DECISIONS, CUT COSTS, INCREASE OPERATIONAL EFFICIENCY, AND BOOST THE BOTTLINE. IT IS NOW A NECESSITY, NOT AN OPTION

88Column

What is Your Tech Adoption Index?

The key to harnessing technology in retail is to think beyond what is being offered by the vendors, says Harminder Sahni

92Column

Retailing in Tough Times

BS Nagesh argues that carefully managed property, inventory, and customer are the key to survival for retailers

REGULARS

12National Updates

20.....New Openings

96.....Store Design

100.....Personality of the Month

102Situations Vacant

104.....Index