



**FOR GREAT  
ADVERTISING IMPACT**

# YOUR MONTHLY UPDATE ON THE BUSINESS OF FASHION IS ALSO YOUR BEST BET

With a 24 year old loyal reader base of over 60,000 top decision makers, fashion retailers and fashion buyers, spread across all sectors of the business of fashion in India, IMAGES BoF has constantly proven itself as easily the most focused and best targeted fashion business media in India. As an advertising option, look no further.

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**BOF EDITORIAL CALENDAR: 2016-17**

- ✓ April 2016      IFF'16, IFA'16 Report
- Trade Fair Special Issues
- ✓ May 2016      The Knitwear Special
- ✓ June 2016      The Shirts Issue
- ✓ July 2016      The Denim Issue
- ▶ August 2016    The Innerwear Special
- ▶ September 2016 \*The Occasion-Wear Special  
(Festive, party, super-formal)  
\*\*Home Fashion in India  
(Home textiles, décor, furnishing)
- ▶ October 2016    \*The Wedding + Designer's Special  
\*\* Fashion Accessories in India  
(Shoes, bags, belts, ties, bows, cravats, socks, mufflers, wraps, drapes, shawls, hats and caps)
- ▶ November 2016 \* The Women's Wear Special Issue  
\*\* Watches, Jewellery & Body Fashion  
(Time wear, jewellery, chains, rings, bracelets, piercings, tattoos, and other accessories)
- ▶ December 2016 \*The Casual & Sportswear Special  
\*\* The Latest in Athleisure & Streetwear
- ▶ January 2017    \*Brands in India 2017  
\*\*2016 Fashion Round Up
- ▶ February 2017   \*The Kidswear Special  
\*\*IFF'17 Curtain Raiser
- ▶ March 2017      \*The IFF'17 Special Issue  
\*\*Top 10 Issues in Fashion 2017

\* Cover Story & Research    \*\* Focus Feature

**Regulars:** • FASHION E-COMMERCE • FASHION TECH • FASHION BUSINESS  
• FASHION CREATION • RETAIL EXCELLENCE • SPORTSWEAR INTERNATIONAL

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