



Cover Picture Courtesy: zynna

Stores



Cott-Counter
Pg No. 40

Diva Rose
Pg No. 42

Kids Around
Pg No. 44

Monte Carlo:
Opens Its First Exclusive Brand Outlet In Mumbai
Monte Carlo, one of India's leading fashion brands, opened its first exclusive store in Mumbai's Satra Park on Shimpoli Road, Borivali (West).

Pg No. 46

Rangoli
Pg No. 48

KIDS

Revolutionizing Kids Retail In India

Sharad Venkta, CEO & MD, Toonz Retail Pvt. Ltd., talks to Images BoF, about the the kids' segment and the huge opportunity it holds for the retailers.

Pg No. 50

TRADE WINDS

Galleria Intima 2016: Where The Industry, The Media And The Government Converged

India's largest sourcing show for intimate apparel professionals, Galleria Intima's 2016 edition took place in New Delhi's Crowne Plaza, in the presence of 2,000 visitors and 500 exhibitors.

Pg No. 54



Garment Show Of India Debuts In India

New Delhi's Pragati Maidan hosted the three-day Garment Show of India (GSI) recently. Images BoF brings you the details of the event.

Pg No. 60

RAMP

WEAR.STYLE BANGALORE FASHION WEEK: WINTER FESTIVE ONLINE 2016

Held at Sheraton Grand with focus on Winter Festive collections, the Wear.Style Bangalore Fashion Week Winter Festive Online 2016 encompassed myriad designers launching their ensembles for the upcoming season.

Pg No. 56



AWARDS

Deal Jeans Wins Award For National Industrial Excellence & Quality

Deal Jeans recently bagged the "National Industrial Excellence Award" and "Quality Brand India Award 2016-2020" by National Chambers of Commerce and Industry (NCCI) of India.

Pg No.62

LAUNCH

Lyra To Expand Brand Portfolio

Lyra is to become a complete women's wear brand by foraying into the market with lingerie and lounge wear.

Pg No. 64

Breaking Traditional Fashion Sense Zegdo Enters India

Zegdo, a complete men's head to toe styling solution brand by Vishal Mawandia, opened its first studio in India, at Nariman Point, Mumbai in 2016.

Pg No. 66

Superdry Sports: Autumn/Winter '16

Hosted by veteran fitness expert Namrata Purohit, Superdry Sports introduced the season's must-have fitness looks from their A/W '16 collection.

Pg No. 68



FASHION RETAIL

LEAD STORY

FESTIVE SEASON 2016-17: BOOM TIME FOR FASHION IN INDIA

The festive season in India morphs the country in its brightest and most jubilant avatar of the year. It's the time the entire nation musters together to feast, pray, share love and above all—SHOP, with unsurpassed fervour.

Pg No. 74



FESTIVE COLLECTION

- Aura: A/W 2016 Collection By Amante
- Festive Charm By Cornelianii
- A/W 2016 Collection By Deal Jeans
- Pretty Wonderland By De Moza
- Tie- Dye Your Festive By Desi Belle
- Vibrant & Festive Men's Collection By Manish Creations
- Fusion Beats By Mash Up
- Festive Affair By Meena Bazaar
- Yana By Soch
- A/W 2016 Collection By Success

Pg No. 82 -91

COVER STORY

HOME IS WHERE THE HEART IS

With easy bank loan availability, the real estate industry has experienced growth in the last few decades in residential as well as commercial sector. Booming real estate industry is further driving the growth of the home décor market. BoF takes a quick look at the current trends in home furnishings, especially with the festive season just round the corner.

Pg No. 102

PLAYERS ! HOME FASHION

SPRUCE UP YOUR SPACE!!

Aspirations for better lifestyles, well decorated houses, that once was prerogative of only the elite class, have now become a necessity amongst the bourgeois. Images BoF handpicks a few of the hottest brands from the sector.

Pg No. 140

PROFILES ! HOME FASHION

- 112 CHUMBAK:**
Magnifying Home Decor
- 114 GODREJ INTERIO:**
From Storewell To Live Well
- 116 HAPPILY UNMARRIED:**
For The Uber Cool Home
- 118 PEACHTREE:**
Decorating Homes With Trendy Furnitures
- 120 PRESTIGE:**
Making Cooking Easy With Complete Kitchen Solutions
- 122 SKIPPER FURNISHINGS:**
Decorating Homes With Sentiments
- 124 STORY@HOME:**
Helping Homes Create Beautiful Stories
- 126 URBAN LADDER:**
Beautifying Homes At Ease
- 128 BIANCA:**
Adding Life to Lifestyle
- 130 BSL:**
Offering Best Home Furnishing Fabrics
- 132 DURIAN:**
Bringing Your Home Alive
- 134 RAYMOND HOME:**
Embellishing Homes in Unique Style
- 136 RUMORS FINE FURNISHINGS:**
Adding Charm & Elegance to Homes
- 138 ZYNNA:**
Beautifying Homes With Sophistication



Fashion Retail



COVER RESEARCH

INDIA'S HOME FASHION MARKET

The total retail market for home and interiors is worth ₹1,15,000 crores. It is growing at 12 percent and is expected to be worth ₹1,81,000 crores by 2020. Modern retail is estimated to be 20 percent of this total market and is expected to grow at a rate of 25 percent. JORRS goes into detail.

Pg No. 92

BRAND WATCH

DESIGNED WITH PASSION

Founded in 1952, BoConcept is globally-renowned premium furniture and accessories brand, offering customised, coordinated and affordable products styled for modern day living. With its flagship store opened in New Delhi recently, the brand seeks to add a touch of class and its "Urban Danish Design" heritage to homes of NCR denizens.

Pg No. 146

BLISSFUL ELEGANCE

Boutique Living, an aspirational home textile brand, was launched by Indo Count Retail Ventures (ICRVL). Drawing upon the avant-garde production capabilities and global export experience of parent Indo Count Industries, ICRVL aims to capture around 25 percent share of Indian bed linen market in the next five years.

Pg No. 150

CONCEPT

LIVING LIKE THE STARS

Started in 2012, The Label Life is a famed e-commerce lifestyle brand which celebrates an Indian woman's desire for classy, glamorous lifestyle. Images BoF caught up with the brand founder, Preeta Sukhtankar, who talks about the nitty-gritties of her business.

Pg No. 154

Contents



160-180

FASHION CREATION

Innovation

INNOVATION AT ITS HEART

Hailed as one of the world's most influential fashion brands today, "evolution" and "innovation" have been consistent themes at Levi's ever since its inception in 1873.

Pg No. 160



Study

GREENING THE FASHION SUPPLY CHAIN

The worldwide environmental awareness has forced modern enterprises to view supply chain strategies from an environmental perspective. A research from NIFT brings together several examples on how companies maintain "green" in their different parameters of supply chain.

Pg No. 164



Focus

SOS YARN SPINNING COMPANIES IN DISTRESS

The Indian spinning industry is the most developed segment of the textile and clothing industry. But Indian spinners have been going through a very difficult time over the last two years, despite cotton prices being reasonably low. **Sanjay K. Jain, President, NITMA**, analyses the state of the spinning industry.

Pg No. 174

Fashion Creation



Designer watch

MANISH MALHOTRA UNVEILS FESTIVE GLAMOUR

The Manish Malhotra Winter Festive 2016 collection spotlights Indian craftsmanship, combined with modern silhouettes for a stylish, young bridal entourage.

Pg No. 178

STILE BY GHULAM ALI MAKES GRAND ENTRY IN DUBAI

With men's fashion making huge strides on Indian and international fashion ramps, it was only a matter of time for the designer duo from Pune, Gulam Ghaus Khan and Mohammed Ali Khan, to stamp their brand's worth with fortitude.

Pg No.180

