

Stores



**Impressions:  
The OCM Fashion Store**  
Pg No. 52



LAUNCH  
**KVIC LAUNCHES ITS  
NEXT GEN RETAIL  
OUTLET**

*KVIC's Khadi Lounge showcases a designer line of garments and an exclusive range of handcrafted fabrics to cater to trend conscious men and women.*  
**Pg No. 54**



RAMP  
**Wool Runway Design Competition**

*Highlighting the venerable talent of today's fashion design students and the versatility of Merino wool, the competition was a runaway success.*

**Pg No. 56**

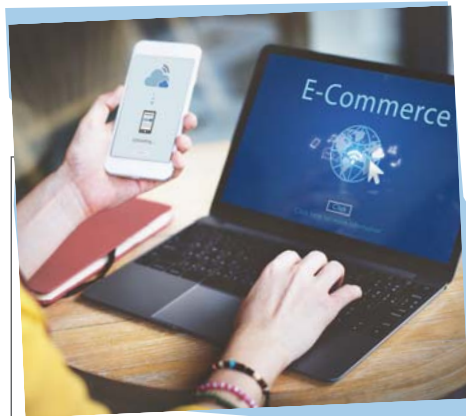


POLICY

**LOOSE GARMENTS  
EXEMPTED FROM PACKAGED  
COMMODITY ACT**

*With the collaborative effort of Ministry of Textiles and Ministry of Consumer Affairs, Food and Public Distribution, loose ready-made garments have been exempted from Legal Metrology (packaged commodities) Act 2011.*

**Pg No. 58**



RESEARCH

**Growth of E-commerce in Fashion Business**

*THE INDIAN RETAIL INDUSTRY WITNESSED A BOLSTERED GROWTH CURVE AFTER THE ADVENT OF E-COMMERCE. AMONG THE SEVERAL SIGNIFICANT CHANGES WE SEE BUSINESSES EMBRACING TECHNOLOGY AND INNOVATION AT AN UNPRECEDENTED PACE. TECHNOLPAK TAKES AN OVERVIEW.*

**Pg No.60**

MY THOUGHTS

**Women & Fashion Denims**

*Women consumers control about USD 28 trillion in annual consumer spending. Diagonal Consulting (India) analyses the history and evolution of jeans as a modern dress habit for women.*

**Pg No. 70**



TRENDS

**MILANO UNICA: SPRING-SUMMER '18 TRENDS**

*The iconic fashion trade show unveils its forecasts of what to expect in SS'18.*

**Pg No. 74**

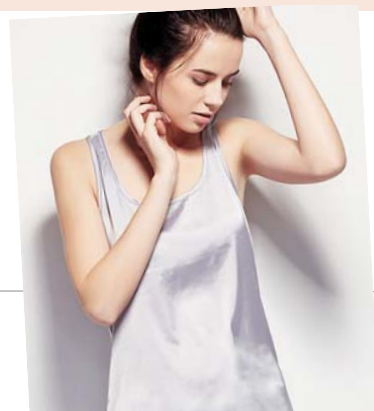


**THIS, THE LATEST EDITION OF THE ANNUAL "BRANDS IN INDIA" SPECIAL ISSUE TAKES A LOOK AT SOME OF THE FINEST FASHION BRANDS IN INDIA. A VENERABLE ARRAY OF FASHION LEADERS THAT NO MERCHANDISER AND RETAILER CAN AFFORD TO IGNORE.**

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