

Stores



Ahujasons
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Laabha
Pg No. 38



Monte Carlo
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LAUNCH

Monte Bianco: The New Name of Being Not-So-Formal

Clothing Culture Ltd., the T&A division of the ₹4,500 crores Balkrishna Group, which is also known for its brand Sin Denim, has launched yet another brand called Monte Bianco this February. The launch featured actor Dino Morea.

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INITIATIVE

TOFFYHOUSE'S CREATIVE DISPLAY "WORLD OF WONDERS"

ToffyHouse left its visitors awestruck and amazed at CMAI's National Garment Fair with its seven different collections under the theme, "World of Wonders".

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Fashion Business



CAMPAIGN

Fendi's Spring/Summer 2017 Advertising Campaign

Fendi's Spring/Summer 2017 advertising campaign, called 'Other rooms-Other voices', featured the top sought after models of the moment.

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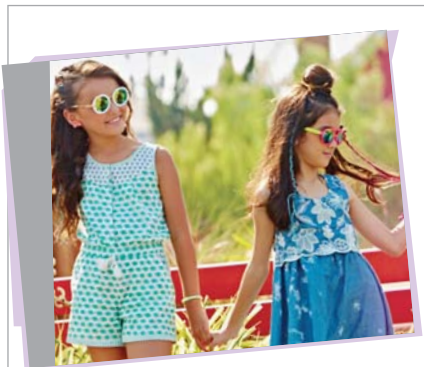


TIE-UPS

SoFT, Pune joins hands with Accademia De Costume Di Moda, Rome

Pune's School of Fashion Technology signed an MOU on February 17, 2017 with the prestigious Accademia de Costume e di Moda Rome for a series of joint initiatives in India.

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INDUSTRY TALK
No More Kidding With Kidswear
IMAGES BoF speaks to some key industry players to understand the current and changing dynamics of the kidswear market in India.

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FOCUS FEATURE
EMERGING WORLD OF KIDS DENIM WEAR

Brand heads of renowned denim brands, share the essentials that goes into making a successful kids' denim brand and also elaborate on the opportunities and challenges that exist in this segment.

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KIDSWEAR BRANDS

IMAGES BoF introduces some of the most vibrant kidswear brands in india today. a dream team for every leading retailer

- 68 612 LEAGUE
- 70 APPLLEEYE
- 72 BAMBIOLA
- 74 BEGONIA
- 76 BIBA GIRLS
- 78 CLAESENS
- 80 CUCUMBER
- 82 ETEENZ
- 83 KRUNCHY
- 84 MASH UP
- 86 MOOZOO & NOTTIE
- 87 MUSTANG SOCKS & ACCESSORIES
- 88 OKS BOYS & OKS MINI
- 90 PEPE JEANS
- 91 RUFF
- 92 SIMPLY
- 94 SMARTY BOYS
- 95 SMARTY GIRLS/TEDDY
- 96 SPARK & BUTTON NOSES
- 98 TANTRA
- 100 TOFFYHOUSE
- 102 TOONZ
- 104 VITAMINS
- 106 UFO
- 108 ZERO



COVER STORY

THE IMMENSE POTENTIAL OF KIDSWEAR MARKET IN INDIA

Factors like growing disposable income, exposure to global fashion trends and entrance of foreign brands in the country have accelerating the growth of the kidswear industry. Team Technopak takes a look at this rapidly emerging segment.

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FOCUS FEATURE

INFINITE OPPORTUNITIES IN INFANT WEAR

Team Images BoF speaks to some stalwarts who share their experiences and thoughts on the fast developing infant wear market in India.

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LUXURY RETAILING

PRIVE LUXURY LTD.
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KIDSWEAR RETAILER

LITTLE SHOP
 Pg No. 117

MARKETING & DISTRIBUTION

KIDZANIA - CATALYSING KIDSWEAR BUSINESSES

At the sidelines of his latest fashion event held at Hotel Novotel, Kolkata, Images BoF speaks to Rajeev Harmilapi, Proprietor, Kidzania, to further understand the industry and the value that his organization brings in.

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Premium & Designer Kidswear

PREMIUM & DESIGNER KIDSWEAR IN INDIA

What used to be simplistic and basic outfits a few years ago, now flaunt the formidable traits of premium luxury – modish cuts, styles and designer tags. The upper-end market for kids wear in India has plenty to offer and we talk to some star designers and retailers in the segment.

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Designer Watch

- 131 ARCHANA KOCHHAR
- 132 BABY BERI
- 133 JATTINN KOCHHAR
- 134 KIDS AROUND
- 135 NEEDYBEE



Standards

GOTS THE HALLMARK OF ORGANIC ASSURANCE

The Global Organic Textile Standard (GOTS) is the worldwide leading textile processing standard for organic fibres, including ecological and social criteria. IMAGES BoF talks to Sumit Gupta, their representative on his work and core values of GOTS, especially as applied in kidswear.

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Fashion Creation

Q&A

BETTING ON KIDSWEAR GOING ORGANIC

Neha Garodia, Founder and Creative Director, Mi Dulce An'ya speaks to IMAGES BoF about the current status and future prospects of organic kidswear in India.

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Profile

MI DULCE AN'YA - A BRIEF PROFILE

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Textiles

Luthai India

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Collection

ANNOUNCING SWITCHERS BY UNDERCOVER THE FIRST MIX AND MATCH BRA

With roots in Mumbai, the brand Undercover offers a luxury, fashionable and innovative line of intimate wear that gives women the freedom to pick comfort and style, at the same time.

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