

Stores



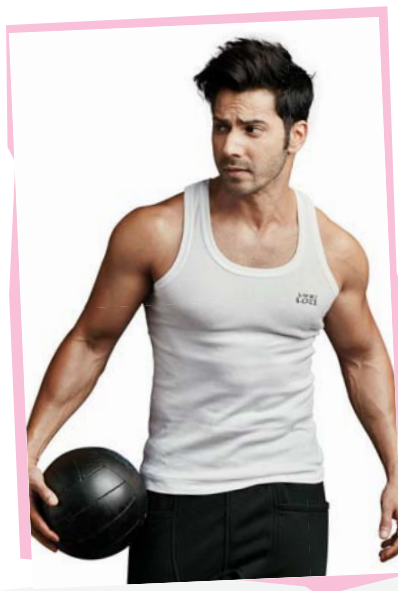
Sabhyata
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Vans
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Crocs
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CAMPAIGN

Lux Cozi's New Brand Campaign

Lux Industries have yet again created a buzz in the innerwear category by roping in Bollywood actor Varun Dhawan as its new brand ambassador.

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Fashion Business

IFF CURTAIN RAISER

**India Fashion Forum 2017
Curtain Raiser**

Curtain raiser of India Fashion Forum 2017, April 12-13, Renaissance, Mumbai. IFF'17 will be a confluence of the four biggest determinants of success in the business of fashion in the post-technology age Analyticals, Buy Now, Compliance and Digital - sharply communicating the essential keywords through its customised platforms.

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FASHION QUEENS

The Women That are Defining Fashion in India

On the occasion of International Women's Day, IMAGES BoF showcases some of the most successful women leaders of fashion in India.

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- Apeksha Patel**, Proprietor, E2O Accessories & CEO, Deal Jeans
- Archana Kochhar**, Fashion Designer
- Farah Malik Bhanji**, Managing Director & CEO, Metro Shoes
- Jagrati Shringi**, Chief Technical Officer, Voylla
- Nidhi Agarwal**, Founder & CEO, Kaaryah
- Nina Lekhi**, MD & Design Curator, Baggit
- Rashi Menda**, CEO & Founder, Zapyle
- Ritu Beri**, Fashion Designer
- Ritu Kumar**, Fashion Designer
- Rosmin Kunnathottathil**, Co-Founder, The Lingerie Store
- Tanvi Malik & Shivani Poddar**, Co-Founders, FabAlley
- Vishakha Singh**, Founder, Red Polka



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FASHION RETAIL



LEAD STORY-1

INDUSTRY SPEAK: TAPPING THE TROUSER CATEGORY IN INDIA

The market for trousers in India has, over the years, seen great casualisation and acceptance of different cuts, fabrics and style. We talk to the leaders in the industry about this emerging market.

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LEAD STORY-2

TROUSERS GETTING TRENDY AS EVER

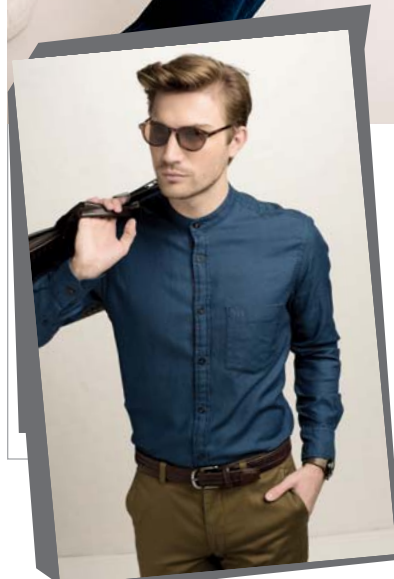
Although not much has changed in the men's trouser category, the women's section has witnessed a sea of change over the years, from plain pants to palazzos, cigar pants, and cigarette pants. We talk to some of the business leaders about the prevailing trends.

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TROUSER BRANDS

IMAGES BoF introduces some of the most vibrant Trouser brands in India today, a dream team for every leading brands

- 112 AFOX
- 114 BREAKBOUNCE STREETWEAR
- 116 CALLINO LONDON
- 118 CAMBRIDGE APPARELS
- 120 CELIO
- 124 COLORPLUS
- 126 DUKE
- 128 INDIGO NATION
- 130 MONTE CARLO
- 133 MX MAESTRO
- 134 SHERIFF
- 136 SUCCESS
- 138 WILLIAM HAZLITT



Fashion Retail



LEAD RESEARCH

TROUSERS IN INDIAN APPAREL MARKET

The bottom wear market excluding denims is expected to grow at a CAGR of 10 percent for over the next ten years. Technopak delves deep into the market dynamics of this segment.

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LAUNCHES & EXTENSIONS '16-17

INDIA, THE NEW FASHION STADIUM

The year 2016 witnessed numerous Indian brands launching into the market and several brand extensions to both lock horns with global entrants and riding the opportunities.

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- 140 CANDYSKIN
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FASHION CREATION

Designer Talk

INDIAN TROUSERS GOING BESPOKE

IMAGES BoF talks to a slew of designers who discuss the current trends in designer trousers as well as about the potential for exploring new shapes and styles in the segment as a whole.

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Trouser Fabric Majors

- 177 BIRLA CENTURY
- 178 DONEAR
- 180 LINEN FIESTA
- 181 PANAM
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Ramp Watch

TROUSER TALK: PREVALENT DESIGNER TRENDS

Senior columnist Meher Castelino talks about the many designs, cuts, styles and trends in trousers in India.

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Fashion Creation

New Fabrics

TECHSMART FABRICS LAUNCHED

Launched by Raymond Textiles under its Champion Collection, Technosmart is the smartest fabric in the world with a unique combination of UV protection, moisture management, smooth touch and easy care.

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Textiles Overview

FABRIC FUNDAS: THE TROUSERING FABRIC MARKET IN INDIA

With readymades gaining momentum, the USP for each brand rests with the fabric that is being put to use and at the price at which the finished product is sold. We talk to the top fabric players about the trouser fabric industry.

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