

FASHION BUSINESS



Cover Picture Courtesy: Wrogn

Stores



Deal Jeans
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Pintoo Garments
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Dillano
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LEAD FEATURE

**FUNDING & INVESTMENTS
IN INDIAN FASHION**

The Indian fashion industry has emerged as an exciting and promising opportunity from an investment point of view. Images BoF identifies the current and finds out about the future perspectives in terms of funding and investments.

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ONLINE

Vajor: A Distinctive Identity

Vajor is a youthful brand created solely to bridge the gap between ready-to-wear and high fashion. Images BoF talks to Nathasha AR Kumar, Founder and CEO, Vajor, about the concept behind the brand, its positioning, commitment to sustainability and more.

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CAMPAIGN

**BIBA LAUNCHES ITS DEBUT TV
CAMPAIGN "WHO'S THAT GIRL"**

Biba simultaneously also introduces the brand's latest Spring/ Summer collection for 2017.

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CAMPAIGN

**Lyra Ropes
in Parineeti
Chopra as its
New Brand
Ambassador**

Lyra is a brand from the Lux Group, a conglomeration of diverse brand portfolio across multiple product segments.

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TRENDS

**Observations 2017: Online
Shopper Behaviour**

Online retail has come far to a synchronized avatar of a mix of physical shops and mouse-and-webpage. Amit Daga, MD, Deal Kya Hai?, talks about the shopping behaviour of the online consumers.

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PREVIEW

**Hong Kong Fashion Week For
Spring/Summer**

The Hong Kong Fashion Week for Spring/Summer at the Hong Kong Convention and Exhibition Centre will present an array of spring/summer clothing, garment, designer collections, fashion and clothing accessories, fabrics and related professional services.

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IFF INNOVATION CRUCIBLE

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Pioneer of the Month

TOWARDS A BETTER WORLD

The Tom Cridland brand is making waves around the world and finding a legion of fans that believe it's 'Buy Less Buy Better' philosophy. Images BoF talks to Thomas Cridland, the founder of the sustainable brand about its collections, beliefs and the ways in which it distinguishes itself from fast fashion brands.

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IFF Innovation Crucible



IFF 2017

IFF 2017 Exhibition: The Best of the Future of Fashion at Display

The 17th edition of India Fashion Forum brought in various fashion brands, tech, logistics, retail support and other companies displaying their new collections and services at different stalls or through innovative displays and brandings.

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The Making

THE MAKING OF FENDI'S NEW LUXURIOUS 'LEI SELLERIA' BAGS

Luxury is not a child's play. It requires immense hard work, perseverance and detailing. We bring you the finer nuances of the making of luxurious Fedi 'Lei Selleria' bags.

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NEW PRODUCT

Innovation at its Best With Girggit's Colour- Changing T-Shirts

Leveraging upon the new technology, a new entrant in the market, Girggit, have come up with a range of colour changing t-shirts. We talk to Himanshu Thakur, founder of the brand to find out about the technology and innovation involved in these t-shirts and also about the brand's future endeavours.

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FASHION RETAIL



COVER STORY-2

INDUSTRY TALK: DECODING THE CASUAL WEAR REVOLUTION IN INDIA

India's proclivity towards casual wear has exploded over the last few of years. A slew of experts from the fashion business industry discusses the evolution and current footing of the segment.

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IN VOGUE

CASUAL WEAR TRENDS

With mounting western influence, entry of global brands and a penchant for comfort, casualisation has gained unprecedented momentum in Indian fashion. We find out what the experts from the industry are betting on for the coming season in casual wear segment. We also talk about the percolation of casual wear segment in women's and kids' category

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BRAND WATCH

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

- 138 BEEVEE
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Fashion Retail



COVER STORY

RESEARCH:

CASUAL WEAR IN INDIA

As the segment continues to grow further, Technopak defines and sizes the current casual wear market in India and forecast its future.

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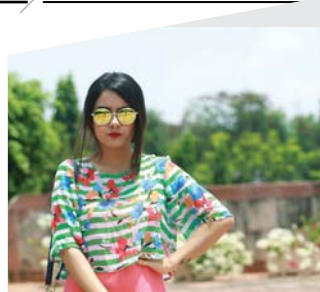




CASUAL WEAR TRENDS
**BLOGGERS ROCKING THE
CASUAL WEAR LOOK**

Casual looks are always evolving in the fashion industry. Street style bloggers provide all the inspiration that you need to style the latest casual trends. Roposo zeroes on the top bloggers who nailed the summer casual look for 2017.

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Make in India
**ASTORMUELLER COMPLETES
10 GLORIOUS YEARS IN INDIA**

AstorMueller is well known across Europe through its flagship brand Bugatti. On the occasion of its decennial anniversary in India, IMAGES BoF talks to the group about their journey over the last decade and what it took to dramatically alter the landscape of fashionable footwear in India.

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TRENDS A/W 2017

**WGSN BUYERS BRIEFING:
KEY FASHION TRENDS
FOR AUTUMN/ WINTER
2017-18**

Priya Sachdeva, Business Director— South Asia, WGSN, shares key insights on the season's key trends in new and carry over items to colours, key details, fabrics, key silhouette and finishes.

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HANDLOOMS
**REVIVAL OF INDIAN TEXTILES:
THE CASE OF BALUCHARI**

Tantuja, the West Bengal Weavers' Co-operative Society is attempting to revive the original and traditional Baluchari back into the spotlight. We present an overview of the initiatives.

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