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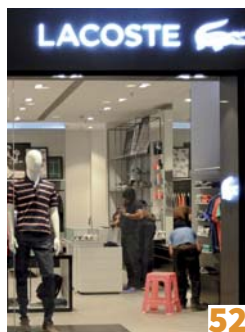
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Retailers in India are making pragmatic moves ranging from expansion to strategising and venturing into new domains in order to make their businesses profitable.
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Retailers have struggled recently as consumers' shopping habits continue to shift toward online platforms.
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In a pioneering effort that redefines the shopping experience of Indian women, PROJECT EVE has launched its first flagship store in Mumbai.
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The world around us moves at a relentless pace. Change is constant and while it can sometimes be scary, it isn't going away.
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Lacoste has launched a new store concept where the brand is using in-store furniture which is more premium in look and feel.
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Since a change of this magnitude takes time for people to fully comprehend and comply with, GST and RERA may initially create some confusion for the consumers.
- 56 INTERNATIONAL RETAILER THE SCIENCE BEHIND THE ART OF DELIGHTING 'LITTLE' CUSTOMERS**
Founded in 1946 by Sir Pietro Catelli in Italy, Artsana was once a small family concern which has now become a multinational Group operating all around the world in over 115 different countries.
- 62 REPORT INDIA FASHION FORUM (IFF 2017)**
A brief synopsis on enhancing supply chain capabilities for a great customer experience and about IoT & virtualization of retail.

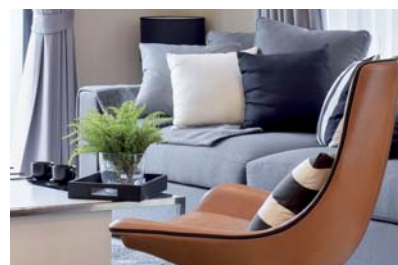


[COVER STORY]

DIGITAL MARKETING: THE MISSING LINK BETWEEN YOU AND YOUR CUSTOMERS

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It's no hidden fact. Despite all efforts, the retail industry constantly struggles to keep pace with what exactly is it that their consumers want. Expectations are temperamental and becoming increasingly difficult to live up to.



44 RETAIL SPOTLIGHT

INDIAN HOMEWARE & FURNISHING SEGMENT GETS A FACE-LIFT

The consumer is changing. Urbanisation is on the rise and individuals are evolving, adapting to a modern way of living. A rise in disposable incomes means people are looking at a smarter way of living.