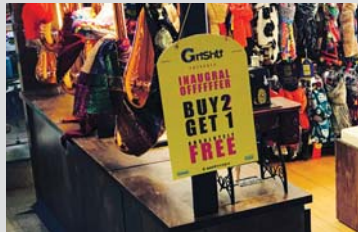




Cover Picture Courtesy: candyskin

Stores



**Grishti**  
Pg No. 46



**Springfield**  
Pg No. 48



**Women'ssecret**  
Pg No. 50

ACQUISITION

**DONEAR GROUP ACQUIRES GRASIM'S PV SUITINGS FABRICS BUSINESS**

The Donear Group announces the acquisition of Grasm Bhiwani Textile Limited (GBTL), the poly-viscose suiting fabrics subsidiary of Grasm Industries.

Pg No.52



INDIA ENTRY

**Bestseller Brings Selected Homme To India**

Bestseller launches Scandinavian men's wear brand Selected Homme in India with the opening of two exclusive stores in Mumbai.

Pg No.54



LAUNCH

**United Colors Of Benetton Launches Activewear In India**

UCB introduces its first activewear collection in India which is positioned within its 'Undercolors' portfolio.

Pg No.56



CAMPAIGN

**Bally's First Asia Pacific Spokesperson**

Bally has enlisted leading Chinese actress Tang Yan as their first ever Asia Pacific spokesperson. Launches her in the brand's new Autumn/Winter 2017 ad campaign.

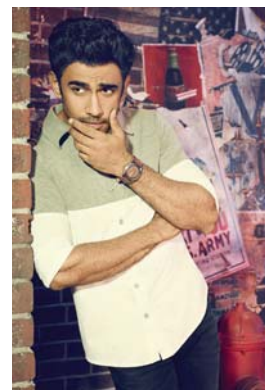
Pg No.58

CAMPAIGN

**Gritstones Ropes in Amit Sadh As Its New Brand Ambassador**

Gritstones, the online men's fashion brand ropes in Bollywood actor Amit Sadh to acquire a more youthful imagery.

Pg No.60



INFRASTRUCTURE

**Howrah To Have First Ever 'Hosiery Park' In India**

WBHA in association with WBSICDC has acquired 125 acre land in Howrah district to develop a Hosiery Park.

Pg No.62

FASHION RETAIL



74

LEADER TALK

**INSIDE THE INNERWEAR INDUSTRY**

Growing at a CAGR of 9.7 percent, it seems that Indians are spending on innerwear more than ever before. Images BoF talks to some of the leading innerwear players in India about the industry, its growth dynamics, current trends and future prospects.  
Pg No. 74

MENS INNERWEAR! SPOTLIGHT

**MEN'S INNERWEAR: THE CHANGING LANDSCAPE**

Men's innerwear has always been bold and never shy to advertise using Bollywood stars. Images BoF tracks the current dynamics of the men's innerwear industry.  
Pg No. 84

WOMEN INNERWEAR! SPOTLIGHT

**GETTING BENEATH THE WOMEN'S WARDROBE**

The women's innerwear category has transformed majorly into a fashion indulgence. Already almost twice as big as the men's category, we talk to experts on the latest trends.  
Pg No. 88



KIDS INNERWEAR! SPOTLIGHT

**KIDS INNERWEAR**

Experts from the kids' innerwear industry talk about the tremendous growth and the influences on this burgeoning market segment.  
Pg No. 126

ONLINE INNERWEAR! SPOTLIGHT

**A WISH COME TRUE: ONLINE INNERWEAR**

E-commerce has helped the whole innerwear segment in India progress like never before, especially the women's side. IMAGES BoF takes a look.  
Pg No. 132

SHAPEWEAR! SPOTLIGHT

**SLIMMING THE WAY AHEAD WITH SWEE SHAPEWEARS**

Vijay Patel, Managing Director, Swee, talks about the shape wear category and its scope in India.  
Pg No. 144

THERMALS! SPOTLIGHT

**BEATING THE CHILL WITH THERMAL WEAR!**

IMAGES Business of Fashion explores the current dynamics in the thermal wear industry in India in terms of acceptance, demands and trends.  
Pg No. 148

BEACHWEAR! SPOTLIGHT

**THE RISING POPULARITY OF BEACHWEAR**

Harshad Daswani, Founder, The Beach Company, shares about the recent developments in the sector, including how the young gen has started to prefer bikinis and mod dresses over casual wear which has long been the beach staple in India.  
Pg No. 150

YOGAWEAR! SPOTLIGHT

**AS YOGA GETS YOUNGER: THE YOGA WEAR MARKET IN INDIA**

Recent developments have boosted the popularity of yoga, and seen the emergence of a new fashion trend called yoga wear. IMAGES BoF delves deep to study this phenom.  
Pg No. 152



RESEARCH

**INNERWEAR MARKET IN INDIA**

*The innerwear category has evolved from a basic commodity to comfort, fashion and even designer wear. Experts from Technopak analyse the market size and key trends.*

Pg No.66

SLEEP&LOUNGE! SPOTLIGHT

**THE EMERGING SLEEP WEAR & LOUNGE WEAR MARKET IN INDIA**

Lounge wear and sleep wear has become more than a trend in consumers' lifestyle. Images BoF takes a look.  
Pg No. 160

SOCKS! SPOTLIGHT

**SOCKS MARKET IN INDIA**

Socks brands are focussing on styling and innovative designs that resonate with the modern consumers of today. We take a look at socks as an independent market segment.  
Pg No. 170

ATHLEISURE! SPOTLIGHT

**GROWING ATHLEISURE ACCEPTANCE IN INDIA**

The widespread focus on health and fitness has seen the rapid emergence of activewear and its softer fashion manifestation-athleisure.  
Pg No. 182

## Contents



187-206

## FASHION CREATION



### Ingredients

#### **COMFORTABLE FASHION: LIVA**

*In 2015, Grasim Industries Limited launched new age fabric brand – Liva, which is natural, fluid and fashionable. We talk to Manohar Samuel, President - Marketing, Grasim Industries Ltd., Birla Cellulose, about the company, future plans, and the criticality of great ingredients in innerwear.*

**Pg No. 190**



### My Thoughts

#### **NO LONGER INVISIBLE**

*Innerwear peeping out from under the dresses or tops is considered totally in fashion and on the right trendy path. Veteran fashion columnist Meher Castelino reviews the trendy innerwear being introduced by the designers.*

**Pg No. 192**



## Fashion Creation



### Trends

#### **CELEBRITY TREND: INNERWEAR AS OUTERWEAR**

*The innerwear-as-outerwear trend is allowing our undergarments a chance to really stand out and shine on their own. We take a look at different ways how celebrity style icons have been rocking outfits that are obviously glammed up versions of lingerie.*

**Pg No. 200**



### Trends

#### **INNERWEAR TRENDS FOR WINTER**

*You may think that bras, knickers and shapewear are pretty much the same, year in-year out, but just like fashion, new underwear trends emerge season after season. We bring you the three main innerwear trends for the winter season--Strapped In, Honeymoon Mood, and Aesthetic Sports Bra.*

**Pg No. 204**