



Cover Picture Courtesy: Shree

Stores



**Mango's Debut Store In Delhi With Myntra**

Mango with its business partner Myntra opened its first store in Delhi at Select Citywalk Mall. It has plans to open 25 stores over the next 5 years.

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STORES

**SIDDARTHA TYTLER FLAGSHIP STORE IN DELHI**

Siddartha Tytler launched his first flagship store and also presented his latest couture 2018 collection within his new store in Qutub Boulevard, Mehrauli.

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STORES

**Span**

Span's new stores in Mumbai has been conceptualised to offer myriad contemporary women's apparel including ethnic wear.

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BRAND LAUNCH

**Simon Carter Enters India**

Group KFPL (established in 1979 as Kohinoor Textile and a single brand Yashfab) has over the years registered phenomenal growth. A look.

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BRAND EXCELLENCE

**Skechers' Dream Run Continues**

Skechers has now reached the 100 stores mark in India in just 5 years along with a bustling e-commerce presence.

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CRAFTS ONLINE

**Draped In Luxury**

Vinutha Subramaniam, Director and CEO, Parisera, discusses their business idea, its market potential and their aspiration to be the "Chanel" or "Armani" of sarees.

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FASHION RETAIL



LEADER TALK

**WOMEN'S ETHNIC WEAR IN INDIA**

A thorough look at the trends in vogue in the ethnic wear segment in India,

Pg No. 68-72

LEADER TALK

**WOMEN'S WESTERN-TOP MARKET TRENDS**

India has witnessed consistent evolution of western wear and the market is growing by the day. Images BoF takes a look at the market trends.

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IN FOCUS

**GOING THE FUSION WAY**

The emergence of fusion wear has revolutionised the Indian Fashion industry. An overview on the dynamics of this category.

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**BRAND WATCH**

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ONLINE

**WOMEN'S WEAR ONLINE**

Presenting an overview on the growth factors, consumption behaviour, key markets and innovations.

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CATEGORY WATCH

**DENIMS ARE FOREVER**

The women's denim market in India has expanded tremendously over the years and is registering a spike in both volumes as well as sales.

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CATEGORY WATCH

**INNERWEAR GETS EMOTIONAL**

Five of the most popular lingerie brands, Triumph, Clovia, Candyskin, PrettySecrets and Swee talk to IMAGES BoF about the evolving market trends.

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RESEARCH

**INDIAN WOMEN'S WEAR MARKET**

*Technopak sizes the market, pinpoints the key segments and outlines the teeming opportunities.*

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CATEGORY WATCH

**CREATING A MARKET FOR LEGGINGS**

As the leggings industry is gradually getting organised and demanding more dedicated shelf-space, a pool of opportunities emerge in this segment.

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NEW COLLECTIONS

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Leader Talk

**WOMEN'S WEAR FASHION TRENDS 2017-18**

*Indo-western outfits designed with embroideries and Indian motifs are redefining the fashion trends today. A look at the latest trends in ethnic, western and fusion wear.*

**Pg No. 140-146**

Mega Trend

**A VERY FASHIONABLE ATHLEISURE**

*Follow along as Meher Castelino outlines the evolution and latest runway trends in athleisure.*

**Pg No. 148-154**

Launch

**RELAN - THE NEXT GENERATION FABRIC**

*A detailed coverage of the first Hub Excellence Program (HEP) that RIL organized at the launch of its portfolio of speciality fabrics under its brand R|Elan™.*

**Pg No. 156-157**

Launch

**KHADI WOOL**

*Raymond, in association with The Woolmark Company, launched 'Khadi Wool' at an exclusive ceremony at the Australian High Commission.*

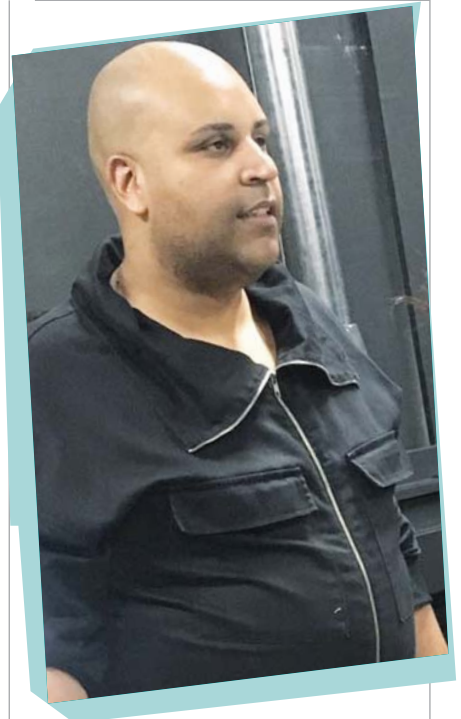
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Ramp Watch

**DEEPIKA PADUKONE DAZZLES THE RUNWAY**

*A peek into the Gauri & Nainika Spring Summer 2018 fashion show in the national capital with Deepika Padukone as the show stopper.*

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Pioneer

**THE SCIENCE OF TREND FORECASTING**

*Ash Allibhai shares wealth of knowledge and insights of the global fashion and luxury goods sector.*

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Fabrics

**SUPPORTING THE ETHOS OF INDIAN FABRICS**

*Director Anupam Arya of Fabriclore shares his ideas behind creating an online platform for Indian fabrics and decodes the umpteen opportunities in the Indian handloom textile sector.*

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