



Cover Picture Courtesy:Seven

Stores



Paralove

Paralove launches a new store in Delhi to showcase its awe-inspiring range spanning pret, fusion and accessories.

Pg No.44



SPECIAL FOCUS: JEWELLERY

**THE GEMS AND JEWELLERY MARKET IN INDIA - AN OVERVIEW**

A special feature highlighting the current market dynamics of the gems and jewellery segment in India as well as analysing the future prospects.

Pg No.46-53



SPECIAL FOCUS: BESPOKE SUITS  
**Bespoke Suits Ride the Quest for Exclusivity in Fashion**

Discovering the finer nuances of the bespoke suits segment, as it gets inherently more organised with the entry of several exciting ideas as well as players.

Pg No.54-62



CELEBRITY BRANDS IN INDIA  
**The Arrival of Celebrity Brands**

Indian celebrities that have hitherto associated with brands only as brand ambassadors, are now taking up substantial interest and stake in the fashion lifestyle business. Images BoF highlights this amazing new development.

- 66 **All About You:** Deepika Padukone
- 68 **Being Human Clothing:** Salman Khan
- 70 **HRX:** Hrithik Roshan
- 71 **Nush:** Anushka Sharma
- 72 **One8:** Virat Kohli
- 74 **Rheson:** Rhea & Sonam Kapoor
- 76 **Seven:** MS Dhoni
- 78 **True Blue:** Sachin Tendulkar
- 80 **Tyaani:** Karan Johar
- 81 **USPL:** Incubating The New Yoneur
- 82 **Imara:** Shraddha Kapoor
- 83 **Ms.Taken:** Kriti Sanon
- 84 **Wrogn:** Virat Kohli
- 86 **YWC Fashion:** Yuvraj Singh



## Contents

# '17

87-176

## 2017 FASHION WRAP-UP



### DESIGNER MOVES:

#### 2017 - THE YEAR THAT WAS

A wrap up of how Indian designers unleashed their creative extraordinaire and also impacted the global fashion arena.

**Pg No. 90-98**

### GLOBAL BRAND LAUNCHES

#### THE GLOBAL BRANDS THAT ENTERED INDIA IN 2017

India continues to attract new global brands. We take a look at the most significant ones that have entered the Indian retail space in the year 2017.

- 102 **Simon Carter** by Aditya Birla Fashion and Retail
- 104 **Bally** by Reliance Brands Limited
- 105 **Kate Spade** New York by Reliance Brands Limited
- 105 **Scotch & Soda** By Reliance Brands Ltd.
- 106 **Mango** By Myntra
- 107 **Espirit** By Myntra
- 108 **Little Mac** By Myntra
- 110 **Selected Homme** By Bestseller India
- 111 **Junarose** By Bestseller India
- 112 **Fruit of the Loom** By Oban Fashions
- 113 **Miniso**
- 114 **Onitsuka** By Asics India Pvt. Ltd
- 116 **Springfield** By Tablez India
- 117 **Women's Secret** By Tablez India
- 118 **Under Armour** By Amazon
- 119 **Juicy Couture** Watches By Amazon
- 119 **Steve Madden Jewellery** By Amazon
- 120 **Luminox** By Helios Watch Store
- 121 **Elle Homme** By Renfro India

### FDI APPLICATIONS

#### WHO IS COMING IN NEXT? IMPACT OF THE NEW LANDSCAPE OF SINGLE BRAND FDI IN RETAIL

A look at the impact that the recent reforms in FDI in the single brand retail trading sector and which are the new international players applying to enter India.

**Pg No. 122-124**

### INDIAN BRAND LAUNCHES

#### INDIAN FASHION BRANDS LAUNCHED IN 2017

A look at some of the key Indian Brands that were launched in 2017 along with their respective positioning and strategies.

- 128 **ALCIS**
- 130 **STYLE QUOTIENT JEWELRY** by BEING HUMAN
- 131 **BERLEIGH**
- 132 **METRONAUT** by FLIPKART
- 133 **DIVASTRI** by FLIPKART
- 133 **ANMI** by FLIPKART
- 134 **GAME BEGINS**
- 135 **GLAMOUR MAFATLALS**
- 136 **JUST SCARVES**
- 138 **LINGERIE SHOP**
- 139 **MOM'S LOVE**
- 140 **OPTEES** by MADAME
- 141 **ROCK IT** by MONTE CARLO
- 142 **STEELE** by CHUNMUN
- 147 **WOOPA** by DA MILANO
- 148 **WOODS** by WOODLAND
- 149 **XYXX**



### REPORT

#### CLICK TO BRICK: FLIPPING THE SCRIPT

A new wave of born and bred online retail brand are now concentrating on establishing their physical presence. We find out why.

**Pg No. 150-153**

### INNOVATION

#### MYNTRA INCUBATION & ACCELERATOR PROGRAMS

The e-commerce giant is looking at forging strategic partnerships to accelerate the growth of local brands through technical know how, analytics and branding support from Myntra.

**Pg No. 154-155**

**MYNTRA**.com



## 2017 FASHION WRAP-UP



### INNOVATION

#### LIVA PROTEGE TIES UP WITH AMAZON FASHION

Liva's one of a kind strategic alliance with Amazon will allow Liva Protege winners to showcase their collections exclusively on The Designer Boutique at Amazon.in.

**Pg No. 156-157**



### BRAND EXTENSIONS

#### MAJOR BRAND EXTENSIONS IN INDIA

We find out what exactly is driving the extension ideologies in India today and showcase some of the interesting brand extensions of 2017.

- 160 **BE DESI** by NEERU'S
- 161 **URBAN F3** by BLACKBERYS
- 162 **PLATINA** by CAMBRIDGE
- 164 **CHIC** by CHAITALI BIPLAB
- 165 **FILA** ICONICS
- 166 **GENX STYLE INNERS**
- 167 **HAPPY SOCKS BOXERS & LOUNGERS**
- 168 **HORRA**
- 169 **LYRA INNER WEAR**
- 170 **MOON WALKER**
- 173 **N1 ACTIVE** by NUMERO UNO
- 174 **ONN PREMIUM WEAR**
- 175 **RELIANCE JEWELS KIOSKS**
- 176 **WOODLAND INNER WEAR**



Ingredients Watch

Pg No. 180-182

**DOWN WITH DOWN**

Today, with technologies and production process that enable the production of warm and stylish, yet totally cruelty free down alternative winter wear, it's time we say good bye to down production and products. IMAGES BoF lists seven technically advanced alternatives.

**Primaloft®**

Primaloft® synthetic microfiber thermal insulation is the choice of many for features like water-resistance, lightweight and highly packable.

**Thermal R**

Marmot's polyester-based proprietary insulation is now widely used in their garments, sleeping bags and gloves.

**Omni-Heat®**

Columbia Sportswear's proprietary brand of thermal insulation is touted as the highest heat retention synthetic insulation ever.

**Recycled Polyester**

Patagonia uses recycled polyester in their jackets that does not lose insulation even when wet.

**Cocona Insulation**

A unique rechnology that utilises coconut husk and other waste to make fibers.

**Wool**

Wool is making a comeback in outdoor apparel and fashion wear.

**Milkweed Plant**

A Canadian company has developed a lightweight, effective-when-wet, very warm woven fabric made from milkweed.



TEXTILE INNOVATION  
**SILK DENIMS: BLENDING THE BEST OF TWO WORLDS**

Bharti Sood of Images BOF, Shri K.M. Hanumantharayappa, Chairman, Central Silk Board and Silk Mark Organization of India spoke about how silk denim is adding a new dimension to denim and the fashion world.

Pg No. 184-186

