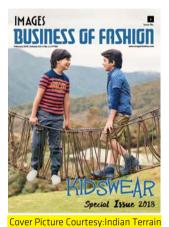
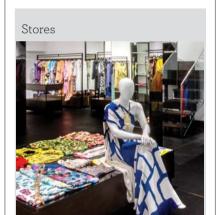
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FASHION BUSINESS





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Fashion Business



The budget 2018 is growth oriented and allocation of ₹7,148 crores for the textile sector is a positive step. IMAGES BoF talks to various industry leaders to know their reactions.

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OPINION

Impact of Budget on the Garment Industry

Sharad Venkata, MD & CEO, Toonz Retail India Pvt. Ltd., analyses and puts forward his views on how the Union Budget 2018-19 will benefit the Indian fashion apparel industry.

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BRAND EXCELLENCE

Retail is No Longer a Store- Count Game

Adidas Brand Activation Director, Amrith Gopinath reveals how its not about store count but about the extent of the consumer's wallet share that a brand has in a country that matters.

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FASHION RETAIL



FOCUS FEATURE:

HOT TRENDS FOR KID'S WEAR-ATHLEISURE & SUSTAINABLE ECO-CLOTHING

From crop tops to ponchos to smart leather jackets, children today can boast of having a wardrobe at par with adults. Team IMAGES BoF takes a look at the changing trends in kidswear.

Pg No. 66-70

DENIM DESIRES

Denims are timeless and are a must have for wardrobes across gender and age groups. An indepth look at the kids' denim market in India, with focus on market size, consumption pattern and current trends.

Pg No. 72-76

DEMYSTIFYING CHARACTER LICENSING IN KIDSWEAR

IMAGES BoF interacts with experts about one of the most popular and important aspects of the kidswear industry - Character Licensing. A sneak peek into the world of Chhota Bheem, Minnions, Micky Mouse, et all, that kids simply adore.

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BRAND PROFILES

98 612 League

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104 Chhota Bheem & Mighty Raju

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119 Mustang Socks & Accessories

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INFANTWEAR IN INDIA

Despite being hampered by brief Fashion industry sentinels believe that the rate of growth of the infant wear market in India is drawing parallels to the kidswear market. IMAGES BoF takes a look at the latest developments. **Pg No. 82-86**

DOLLING UP CHILDREN-THE INDIAN WAY

The market for kid's ethnic wear has been witnessing an upsurge off late and we have had a few brands entering the category, and there is ample room for more to enter.

Pg No. 88-89

FASHION ACCESSORIES

KIDS FASHION ACCESSORIES: AN EMERGING CATEGORY!!

Megha Uppal, Creative Director, Bambiola provides a closer look at the kids' accessories market in India, which has fast emerged as one of the most lucrative segments in fashion today. Pg No. 90-92 **Fashion Retail**



COVER RESEARCH

THE IMMENSE POTENTIAL OF

KIDSWEAR IN INDIA

As a global hotspot for kids' fashion, the Indian market is now rife with brands, private labels and fashion designers, both international and domestic. Experts from Technopak illustrate the current dynamics of the market.

Pa No.60-64

KIDSWEAR ONLINE

VOONIK VENTURES INTO KIDSWEAR

Popular online marketplace Voonik has recently commenced its foray into kidswear. IMAGES BoF talks to Senior Vice President, Sreevathsava Reddy about the entry and the company's experience hitherto.

Pg No.94-95

KIDSWEAR FORAY

SKULLERS BETS BIG ON KIDSWEAR

Dattatray S Naiknavare, Chief Brand Manager, Scullers talks about the brand, its offerings and the latest trends in kidswear.

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FASHION CREATION



DESIGNER WATCH

DESIGNING FOR LITTLE ONES

With designer wear for adults being in demand, many of the top fashion labels in the country have realised that there is a big market in high fashion children's clothes as well. Meher Castelino explains.

Pa No. 130-137



Designer Watch

RITU BERI ON BERI KIDS-A BRAND WITH A BLESSED HEART!

Up close and personal with veteran designer Ritu Beri about her kidswear label Baby Beri that features both Indian and western wear in high-style and colourful ensembles.



Designer Watch

PINK BLUE INDIA-DESIGNER CLOTHING FOR NEW BORNS TO TEENS

Founder Aastha Aggarwal shares her thoughts behind launching the brand, about its retail presence, fashion trends and the brand's exclusivity.

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PINK COW PARTY SILHOUETTES FOR LITTLE GIRLS

Pinkcow is a classic designer clothing brand, which offers vintage style dresses for little girls. Their collection aims to make little princesses embrace their individuality with a classic twist.

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MINE CRAFT & CLOTHING-LUXURY FASHION FOR KIDS

Founder and Designer Sonal Chowdhary shares details about the luxury fashion brand for kids and its products that have struck the right chord with its audience.

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Fashion Creation



Celeb Kids

MINI FASHIONISTAS

As if to prove style can run in the genes, a lot of celebrity kids are head-turning trendsetters even while they are in diapers. A look at some really cool little men and women from the world over.



Fashion Watch

TOP 10 TRENDS: LAKME FASHION WEEK SUMMER/RESORT 2018

Meher Castelino shares the highlights of the Lakmé Fashion Week Summer/Resort 2018, which was held in Mumbai from 31st January to 4th February 2018.

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