



Cover Picture Courtesy: Indian Terrain

Stores



Como  
Pg No.44



Carat lane  
Pg No.46



# BUDGET 2018



VOICES

**BUDGET 2018: REACTIONS**

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.

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**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.

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**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**

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- 102 Bodycare Kids
- 104 Chhota Bheem & Mighty Raju
- 105 Chocolate Baby
- 106 Cucumber & Cucufun
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- 110 Game Begins
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- 113 Krunchy
- 114 Mash Up
- 117 Mini Klub
- 118 Mom's Love
- 119 Mustang Socks & Accessories
- 120 Pepe Jeans
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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.

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**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.

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**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.

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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.*

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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.

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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.*

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### 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.*

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### Designer Watch PINK BLUE INDIA-DESIGNER CLOTHING FOR NEW BORN S 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.*

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### 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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