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IMAGES Retail

10.

NEWSMAKERS
NATIONAL

FRESH FUNDING LEADS TO EXPANSION IN INDIAN RETAIL SECTOR

New e-commerce policies, partnerships, investments, funding and acquisitions made headlines as the Indian retail market continued to grow at a steady pace



12.

NEWSMAKERS
INTERNATIONAL

INTERNATIONAL RETAIL REELS UNDER BANKRUPTCY, TOP-LEVEL EXIT PRESSURES

A sad day for kids as one of the world's best-known toy store chain, Toys R' Us announced plans to shut down more than 700 stores in USA, and Canada



16.

EXCLUSIVE

PLAN TO TAKE SACHIN TENDULKAR'S 'TRUE BLUE' GLOBAL ~J. SURESH, ARVIND LIFESTYLE BRANDS

Arvind is scaling up brands like Aeropostale, Ed Hardy, Gant and Nautica and has also entered the footwear segment in a big way with the introduction of US Polo, Flying Machine and Aero

20.

RETAIL TECH

HOW MYNTRA HAS REDEFINED FASHION RETAIL WITH ITS RAPID TECHNOLOGY PROJECT

As the consumer has transitioned, the challenges a retailer is faced with have also evolved. Brands and retailers have scrambled to keep up with the customer, luring him in with the use of advanced technology. E-commerce major Myntra has come up with its own winning method of using technology to provide a smooth and seamless experience to consumers across India



and marketing will help it bag an eminent position in India's leading global consumer brands segment



52.

EXCELLENCE

A PROGRESSIVE BRAND NEEDS TO BE WHERE ITS CUSTOMERS ARE- NITIN SALUJA, CHAAIOS

With over 12,000 customisation options, Chaayos is giving Indians a chance to order their favourites while personalizing their brew, all the while luring and retaining consumers



26.

SUCCESS STORY

DESIGN-LED LIFESTYLE BRAND CHUMBAK TARGETS 50 STORES BY FY19

Chumbak retails over 100 categories through 22 stores, pan India and also through its web store, which has evolved into a highly interactive and fast-growing online business



54.

EVENT

IFF 2018: USHERING IN A NEW ERA OF FASHION RETAIL

India Fashion Forum is the only forum which matters in India when it comes to fashion brands and retailers sharing game-changing insights, world-class creative, innovative ideas and campaigns along with intellectual collaborations, all of which are taking the industry forward

48.

INTERVIEW

'REVOLN HAS AN EDGE OVER INDIAN BRANDS IN TERMS OF TECHNOLOGY AND UNDERSTANDING TRENDS'

Revlon believes its global brand recognition, product quality, R&D, innovation



62.

AWARDS

IMAGES FASHION AWARDS 2018 HONOUR PIONEERING BRANDS, INNOVATIVE CAMPAIGNS & CONCEPTS

To honour revolutionary fashion retail brands, trailblazing concepts and remarkable professionals of the Indian Fashion Retail Industry, IMAGES Group presented IMAGES Fashion Awards at the India Fashion Forum 2018

[COVER STORY]

CSR: MOST EFFECTIVE & STANDARD BUSINESS PRACTICE OF THE MODERN RETAIL ERA

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Firms have started gauging the ramifications of their decisions and activities on society and the environment, some even going the extra mile to give back to their employees, their valued patrons, the community and the world at large. CSR activities by malls and brands today is helping scale customer engagement and brand popularity



64.

CENTERSTAGE

FELICITY MALL, A ONE-STOP SHOPPING DESTINATION FOR NELLORE

The mall encompasses a variety of retail outlets featuring different brands, apparel, food court, games and movies

