

Stores



Jack & Jones
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Power
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Woodland
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EMPOWERING WOMEN
**ANITA DONGRE
FOUNDATION LAUNCHES
PRODUCTION UNIT IN
JAWHAR FOR WOMEN
EMPOWERMENT**

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DENIMS
**Review of the Indian Denim
Market: Its challenges & key
opportunities**

Kavinder Mishra, Managing Director of Pepe Jeans India shares his key learnings on the progressive retail market, the new generation of denim cosumers, the evolving digital channel and the challenges that the market is facing.

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LUXURY MARKET
The Evolving Indian Luxury Market

Rahul Kapoor, Co-Founder of Excedo Luxuria sheds light on the new Indian consumer who is eager and open to new brands that are ultra fashionable, globally noted and promise to lend him a social status.

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BRANDING
The Innerwear Brand Marathon

Nishchal Puri, Managing Director of Horizon Consulting India shares his insights on how the inner wear market is expected to unleash a new fervour and a new era of retail space competition.

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FASHION GURU
**Trend Forecasting:
Behind the Scenes**

David R Shah elucidates the concept of trends and what it takes to get an insight into what the next emerging trend may be and show the direction and potential reaction of consumer culture.

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CONNECT
Fashioning a Great Connection

Abhishek Bansal, Executive Director of Pacific Group maps India's success as a fashion destination and the future direction in this article.

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Michael Yacobian Executive Master Class

Global fashion retail veteran, Michael Yacobian's masterclass focused upon proprietary customer interaction skills and knowledge acquisition programs to increase the quality and frequency of the omni shopper's in-store interactive conversion.

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Predicting the "Buy Button" in your Consumers' Brain

Ganesh Subramanian, Founder and CEO of Stylumia illustrates how technological advances can help us decode neuro predictions.

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IFF 2018: Pushing the boundaries of fashion intelligence

IFF Chairman, Suresh J's welcome address and introduction to the 18th edition of India Fashion Forum; Presentation by Dave Thomas, Managing Director of Adidas Group India; and Ananth Narayanan, CEO of Myntra and Jabong.

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Inaugural Panel Discussion: Bringing alive the future of fashion and lifestyle

The inaugural panel of IFF 2018 discussed the future of fashion and lifestyle through intelligence, design, retail and technology.

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Intelligence and Insights from international fashion and lifestyle brands and retailers

A report on the presentations shared by Jasper Nielsen, Founder of Amazing Jewellery; Martyn Clark, Global Head of Retail Operations at Dyson; Tushar Ved, President of Major Brands; and Raza Beig, Director of Landmark Group and CEO of Splash and Iconic. The panel discussion talks on areas to identify possible synergies to cooperate, expand, and drive operation cost efficiencies.

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Luxury Fashion in India: Consumer Expectations and Evolution



The panel discussion on luxury market highlights on the emerging luxury market and how luxury is at the verge of becoming a lifestyle concept in India.

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Gunjan Soni, Head of Jabong and CMO of Myntra held a discussion on the current state of fashion and the emerging categories in the Indian fashion industry.

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CX Session: Technology in Fashion Design

The presentation by Anurag Panganamamula, Senior Director at Rapid, highlighted the solutions to leverage data science and machine learning for generating unique insights for brands.

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CX Session: Panel Discussion on Innovation & Insights

The panel discussion with retail stalwarts previewed the technology trends that will dominate the retail landscape in 2018.

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"Wool Innovation for Sportswear & Activewear

Talks On Wool in Sports-Rajesh Bahl & Wool's Versatility in Retail Segment-Jaspreet Chandok. The Woolmark Workshop aimed to provide an in-depth look into the unique properties of wool as a natural, renewable and biodegradable fiber suitable for sports and athleisure wear.

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CX Session: Cutting through the Hype: A customer centric approach to omnichannel transformation

Featuring insights from the pioneers of omni-channel retailing in India, this session aimed to help CIOs and CEOs rethink the impact of digital transformation.

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