



Cover Picture Courtesy: Duke

Stores



**Wrangler**  
Pg No.42



**Vajor**  
Pg No.44



CATEGORY STUDY  
**THE INNER WEAR  
BRAND MARATHON**

*Nischal Puri outlines how the inner wear marathon is expected to unleash a new fervour and new era of retail and space competition in India.*

Pg No.46-50



IFF 18 - CX SESSIONS  
**“CX Session:  
Connecting with the Consumer &  
Fostering Customer Relationship”**

*The IFF 2018 session aimed to understand what drives, changes and excels the customer relationship with the brands along with connecting with the consumer and elucidating on customer experience.*

Pg No.52-53

**CX Session: Customer Support is  
Everybody’s Busines**

*Sathyanarain Muralidharan, Head of Field Marketing - India and South East Asia, Freshworks, illustrates on a pit stop model for customer service in the click and mortar business.*

Pg No.54



FASHION START UP  
**xPlus Dernier Cri: The Curvy  
Cauldron**

*A look into the startup that focusses on plus size fashion for men, women and kids.*

Pg No.56



DESIGN CONCEPT (VM)  
**MINI TRS: HAR SHEHAR  
MEIN RAYMOND**

*Mohit Dhanjal, Director - Retail, shares the passionate story of the new asset-lite Raymond shops that are taking emerging towns and cities by storm.*

Pg No.58-59

TECH INNOVATION  
**SYGNAL: T-SHIRTS THAT LIGHT  
YOUR THOUGHTS**

*IMAGES BoF talks to Sumil Shah, Co-Founder, Broadcast Wearables Pvt Ltd., an AI based firm, that is creating ripples across the globe with it’s blend of technology infused fashion.*

Pg No.60-61

IFF 18 - FASHIONSPACE  
**IFF GRAND FINALE: How  
Shopping Centres Make Fashion  
So Much More Exciting for  
Consumers?**

*This one of a kind session at IFF 2018 witnessed representatives from India’s top malls in discussion with the heads of popular fashion & lifestyle brands across the country.*

Pg No.62-63



THE KNITWEAR STUDY

INDUSTRY TALK

**INDIAN KNITWEAR MARKET: PRESENT & THE FUTURE TRENDS**

*The need for speed and the need for comfort have together made way for comfort wear. And today, satiating the comfort needs of customers, the knitwear industry in India has boarded the ship of holistic growth.*

**Pg No. 76-87**

CATEGORY STUDY

**THE T-SHIRTS MARKET IN INDIA**

*The feature takes a look at the Indian market for one of the most commonly used apparel categories over the world - t-shirts.*

**Pg No. 88-92**

CATEGORY STUDY

**INNERWEAR: A THRIVING MARKET IN INDIA**

*Innerwear is all poised to be a prospectively flourishing segment with a slew of comfortable and innovative products that have the modern customer spoilt for choice.*

**Pg No. 96-99**

CATEGORY STUDY

**LEGGINGS: THE BIG BANG OF A NEW COMFORT WEAR MARKET**

*Women today are working, playing, partying and relaxing—all within the 24 hours of a day. What could be better than leggings that enables them to do it freely and comfortably?*

**Pg No. 100-104**



COVER RESEARCH

**KNITWEAR MARKET IN INDIA**

*The knitwear industry in India registers a significant upsurge. Experts from Technopak Advisors size the knitwear market in India and highlight the growth of the key categories.*

**Pg No. 68-74**



CATEGORY STUDY

**AN EXPOSITION OF THE KNITTED WINTER WEAR MARKET IN INDIA**

*There is an increasing demand for apparel that do not just satiate weather conditions, but goes much beyond. A look into the rapidly changing winter wear segment in India.*

**Pg No. 106-114**

CATEGORY STUDY

**LOUNGEWEAR: A FAST EMERGING MARKET**

*Once considered only as a simple indoor wear, loungewear or sleepwear is running on the fashion ramps today. This category of apparel is hitting the Indian market with a promising future.*

**Pg No.116-119**

BRAND WATCH

**REEBOK BETS ON KNITTED ACTIVE & SPORTSWEAR**

*Silvia Tallon, Senior Marketing Director - India, of sportswear major Reebok talks to BoF about the increasing share of knitwear in sportswear.*

**Pg No. 120-122**

The Knitwear Study

RETAILER TALK

**RETAILER'S PERSPECTIVE: RISING KNITWEAR POPULARITY**

*Jay Prakash Shukla, Founder and CEO, 1-India Family Mart shares insights on the bottle-necks in the knitwear industry and how he is planning to create premium zone for emerging categories in knitwear.*

**Pg No. 124-125**

DISTRIBUTOR

**A DISTRIBUTOR'S PERSPECTIVE: RISE OF KNITWEAR**

*Veteran distributor and proprietor, Vinod Parmar of V P Fashions elucidates on the fashion market and the increasing demand for knitwear.*

**Pg No. 126-127**

REGION IN FOCUS

**EAST INDIA LEADS THE KID'S KNITWEAR INDUSTRY IN INDIA**

*Knits comprise maximum pie when it comes to the most preferred fabric for kids wear. A tête-à-tête with key players from East India on the current and changing market dynamics.*

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**BRAND WATCH**

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EVENT

**GOTS INDIA SEMINAR 2018: BUSINESS EFFICIENCY WITH SUSTAINABILITY**

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Knitted Fabrics

**SHAKTI: CONSTANTLY INITIATING, IMPROVISING & INNOVATING**

Anil Kumar Agarwal, Director, Shakti Knitfab LLP talks to Images BoF about the increasing demand of knitted fabric among women's wear, kidswear and lingerie brands.

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IFF 18 - CX Sessions  
**CX SESSION: WGSN INSIGHTS**

Puneet Dudeja, Sales Director - South Asia and Priya Sachdeva, Business Director - South Asia, WGSN deliberated on retailing in an age of artificial intelligence (AI) and the retail trends/priorities and key drivers that are set to impact retail strategies.

Pg No.172-173



**INNOVATION ARVIND: INTRODUCING NEW IDEAS FOR DENIM**

Arvind Limited, India's leading textile to retail and brands conglomerate, along with Invista, one of the world's largest integrated producers of fibres, showcased an exclusive denim collection at its annual event called Arvind Festive 2018.

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Fashion Creation



Launch  
**LYRA: THE NEW INTIMATE WEAR**

Lyra, the pioneers in branded women's legging brand has expanded its portfolio and ventured into the lingerie segment under the same brand name.

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Launch  
**CROCS: LAUNCHES LITERIDE COLLECTION**

Crocs, the international footwear brand launches its new store in Connaught Place, Delhi. This expansion augments Crocs India's total number of outlets to 74.

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