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FASHION BUSINESS



Cover picture courtesy: Texas

INITIATIVE

ALLEN SOLLY LAUNCHES 'OPEN WORK CULTURE' CAMPAIGN

The campaign encapsulates the budding work culture that centers around employee friendliness and freedom of self expression.

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GLOBAL BRAND

ABFRL brings American Eagle Outfitters to India

A look inside how the partnership panned out and how ABFRL intends to aggressively expand the reach of the brand in the next 3 years.

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FASHION FINANCE

The Business of Fashion for Investors: How Lucrative it is for the Investors to be in?

The panel at IFF 2018 discussed several points on how lucrative it is for the investors to be in the business of fashion.

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VM INNOVATION

The French Allure: Being Human @Seawoods Grand Central Mall, Mumbai

Being Human gets a fresh start in Mumbai with a completely reworked 2-storeyed retail space that flaunts an architectural setup reminiscent of 17th century France.

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START UP

QUESTERRA: CATALYSING FASHION TALENT

Questerra is an interdisciplinary interactive platform that enables its clients to travel the world, the chief purpose of the travel being education.

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SEMINAR

GOTS Seminar: Sustainability as Key to Business Efficiency

Reports from the GOTS India Seminar 2018, organised by Global Organic Textile Standard (GOTS) in Tamil Nadu, that was attended by 180 delegates from five countries.

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BUSINESS & INNOVATION



EVENT

Promostyl Starts Fashion Networking in India

Promostyl has partnered with Mumbai-based fashion startup Fashionablyin to organize fashion networking events in India.

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COLLECTION

Duke Unveils its Shirts, Trousers & Denims Collection 2018

Inspired by the fashion culture of New Zealand, Duke has launched an impressive collection of shirts, trousers and denims for summer'18.

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PROLOGUE

What is Denim?

From the ranches to evolving into a symbol of youth rebellion, jeans are easily one of the most ubiquitous pieces of clothing and has ruled the word since more than a century.

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PIONEER

Decoding India's First 'Fairtrade' Denim Brand: Aizome

India's first-ever 'Fairtrade' denim brand, Aizome encourages responsible fashion consumption, even as it seeks to hold a special allure for patrons by introducing new designs, structures and colours of denim

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THE DENIM STUDY



FOCUS: MENS DENIM

THE KEY CATALYSTS OF THE GROWTH MEN'S DENIMS IN INDIA

A look into how and what has made denim a popular choice of men's wear throughout the country.

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TRENDS: MENS DENIM

THE MEN'S DENIM TRENDS IN VOGUE

A sneak peek into what's ruling the preferences of the style conscious Indian young generation when it comes to denims.

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PREMIUM MENS DENIM

PERSPECTIVES ON MEN'S PREMIUM DENIM IN INDIA

With increasing disposable income, Indian men are now starting to look at the premium ranges to satiate their denim desires.

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FOCUS: WOMENS DENIM

THE RISE OF THE WOMEN'S DENIM WEAR MARKET

Women's denim wear is expected to witness an exponential growth in the coming years. We trace the growth drivers and the prospects.

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TRENDS: WOMENS DENIM

DENIM AND WOMEN – EVOLVING RELATIONSHIPS & KEY TRENDS

From umpteen washes to fits, the denim market within the country is working generously to offer fashionable denim wear to their women customers.

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DENIM BRANDS



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- 200 Dare Jeans
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IMPACT: WOMENS DENIMS

THREE TO TANGO: JEANS, LEGGINGS & JEGGINGS

We hear industry experts share their take on the impact of leggings and jeggings on the denim category.

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DENIMS & SPORTSWEAR

SHELVED FROM SHELVES?

As the athleisure trend sweeps consumer preferences world over, denim brands are compelled to rub shoulders with these new age fashion giants.

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The Denim Study



COVER RESEARCH DENIM WEAR IN INDIA: A MARKET RESEARCH

The Indian denim market promises unmatched value as well as volume growth. Experts from Technopak size the market and delve into its dynamics.

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FOCUS: KIDS DENIM

TALES & STORIES: ROCKING THE KIDS DENIM MARKET

Alin Shah, Brand Strategist, Tales & Stories, opens up about the emerging kids denim market and the latest trends and styles.

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CAMPAIGN

SHOPPER STOP'S DENIM TO WORK CAMPAIGN

A unique initiative to introduce denims to the everyday work wear wardrobe

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CAMPAIGNS

DENIM AD CAMPAIGNS

A look at some of the most memorable denim campaigns over the years.

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DENIM COLLECTIONS

RECENT ICONIC COLLECTION LAUNCHES IN INDIA

Highlights of the latest denim collections from some of the most sought after brands of the country.

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FASHION CREATION ■

COLLABORATION
BIRLA CELLULOSE PARTNERS WITH ANKUR TEXTILES TO LAUNCH A RANGE OF MULTI FIBER FABRICS

The partnership aims to launch a wide range of LIVA fabrics with 100 percent modal, 100 percent viscose and viscose blends as an alternate to traditional fabric for new age Indian women.

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DESIGN ICONS
DENIM DALLIANCES: INDIA'S ACE FASHION DESIGNERS

Top designers Ritu Beri, Jatinn Kochhar and Raghavendra Rathore's take on denim and it's its standing in the Indian fashion industry.

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Ethnic Denims

DENIM GOES ETHNIC

Rigorous innovations in denim coupled with ever evolving styling solutions has resulted in numerous denim concepts coming to life. The latest in trend, in India, is an ethnic makeover to denim.

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Denim Innovation

SAHIRA: DENIMINIZING ETHNIC WEAR

IMAGES BoF talks to Dilip Doultani, Chairman, Sahira, about his take on denims and what they're doing to move the needle.

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Perspective

INVIYA: THE COMEBACK OF DENIM

INVIYA® I-400 spandex is a ground breaking innovation that provides denim manufacturers an edge and a marketing tool.

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Sustainable brands

LESSONS IN SUSTAINABILITY: GLOBAL BRANDS

An increasing number of denim brands are taking the road to being sustainable of late, committing themselves to both the people and the planet. A look at the forerunners of this revolution from around the globe.

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**KUYICHI
MONKEEGENES
G-STAR RAW
PATAGONA**

Denim Blends

NEW VISTAS IN DENIM: SILK DENIMS

Development of silk denim by the Central Silk Board, Bengaluru has added a new dimension to denim and the fashion world.

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Fashion Creation



Denim Textiles

LNJ DENIMS

IMAGES BoF speaks to Prabir Bandyopadhyay, CEO, LNJ Denims to know about the company's initiatives and top innovations made in the denim fibre industry in India.

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Incubation

ARCHROMA: PIONEERING SUSTAINABLE DENIM INNOVATIONS

IMAGES BoF talks to Navneet Krishnan, Brand Solutions - South Asia, about the company's current developments and its strategic vision for more sustainable denim production.

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Fibers

RELAN: THE NEXT GEN FIBER

A look into RIL's portfolio of specialty fabrics R|Elan™ and how it can be integrated into denims for enhanced aesthetics and performance attributes.

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Trims & Accessories

YKK

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