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CAMPAIGN

TOMMY HILFIGER ANNOUNCES NEW BRAND AMBASSADOR

Lewis Hamilton, the British Formula One ace, has been revealed as the new brand ambassador for American fashion bigwig Tommy Hilfiger men's wear.

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TRADE WINDS

CMAI'S 67th National Garment Fair: The Mega Convention

Showcasing 916 exhibitors and 986 stalls displaying about 1087 brands of men's wear, women's wear, kidswear and accessories, the 67th National Garment Fair held in Mumbai was India's largest ever garment buyer-seller fair held so far in history.

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WBGMDA: 46th Garment Buyers and Sellers Meet

A report on the 3-day garment's buyers and sellers meet organized by the West Bengal Garment Manufacturers and Dealers Association in July from 27th to 29th, 2018

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28th GGMA-NGF 2018

First hand report from the 28th edition of the GGMA National Garment Fair, organized by the Gujarat Garment Manufacturers Association at Ahmedabad from 19th to 21st July 2018.

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BUSINESS & INNOVATION



BRAND WATCH

TWILLS: A SUCCESS STORY

In an exclusive interview with IM-AGES BoF, Director, G Srinivasa Naveen, talks about the brand, it's retail presence and future plans.

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COLLABORATION

Bugatti & Iconic : Marching on Together

Global maker of Bugatti shoes, AstorMueller and Iconic Fashion enter into a strategic partnership to retail Bugatti shoes in India.

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COLLECTION

Duke Launches New Mercerised Cotton T-shirts Collection 2018

Duke brings in a new collection of mercerised cotton t-shirts that channels the legendary and progressive style of New Zealand.

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FASHION RETAIL



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WOMEN'S INNERWEAR

WOMEN'S INNERWEAR: CEASES TO BE AN INSIDE STORY

Lingerie has moved over from being an 'essential' to being an 'indulgence'. A check on the changing trends in the women's innerwear market in India.

Pg No. 94-102

MEN'S INNERWEAR

MEN'S INNERWEAR MARKET: A THOROUGH ASSESSMENT

An increased awareness amongst consumers is influencing the growth in the demand of men's innerwear. IMAGES BoF takes a look at the current dynamics.

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SLEEP & LOUNGEWEAR

SLEEPWEAR SEES A SUNRISE

In an exclusive report, IMAGES BoF, outlines the growth story of sleepwear, the key influencers, hottest categories and the prevailing trends.

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PIONEER

UP CLOSE WITH A PIONEER: SWEET DREAMS

Sweet Dreams is among the first brands to enter the organised sleepwear market in India. Director Hitesh Ruparelia opens up about the brand and the current market dynamics.

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BEACHWEAR

STYLISH ON THE BEACH

The beachwear and resortwear segments are moving at a break-neck speed, which has even prompted opening of exclusive retail outlets for the categories. A research.

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BEACHWEAR

SUNSEEKER: TAPPING THE EMERGING OPPORTUNITIES IN THE INDIAN BEACHWEAR MARKET

Karen Lou, Global Brand Manager, Sunseeker, sheds light on the emerging opportunities in the segment and provides insights on the globally trending designs and styles.

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DESIGNER

RESORT WEAR: WHY WEAR BASICS WHEN YOU CAN TRAVEL IN COMFORTABLE STYLE

A peek into the world of stylish comfort, where every piece of apparel is beyond basic – Resort Wear.

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PROFILE

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The Innerwear Study 2018



COVER RESEARCH

THE INDIAN INNERWEAR MARKET:

A RESEARCH ANALYSIS

Amit Gugnani, Senior Vice President - Fashion, Technopak, analyses the market size and trends across all segments of innerwear, a category that holds immense growth potential in India.

Pg No.88-92

ONLINE

THE PERFECT BLEND OF COMFORT & AN 'OOMPH' FACTOR!

Innerwear has emerged as the new fashion add-on and has also helped in boosting the self confidence in a lot of ladies.

Pg No.140-143

RETAILER WATCH

SPORTS INSPIRED INNERWEAR RULING THE ROOST

IMAGES BoF talks to Dharmendra Nathwani, Partner, La Lingerie, a multi brand innerwear store in Kolkata, to understand the evolving trends in innerwear.

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KIDS INNERWEAR

INSIGHTS FROM THE EAST: INTERVIEWING PRADEEP ARORA

In an exclusive interview with IMAGES BoF, Pradeep Arora opens up about the kids' innerwear industry in India.

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Celeb Watch

POSTER GIRLS OF LINGERIE

Lingerie is topping fashion trends. A few of the glamour world's most celebrated faces that have become poster girls of lingerie chic as they embrace and show us how innerwear can be couture.

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Fashion Trends

INNERWEAR: THE UNDERCOVER STORY (INDIA INTIMATE FASHION WEEK)

Celebrated fashion columnist Meher Castelino reflects on the Intimate Fashion Week 2018 and outlines the trends, feminine festive colors & looks and haute couture bridal lingerie looks.

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Mega Event

27TH MILANO UNICA: THE AVANT GARDE OF SUSTAINABLE FASHION

The 27th edition of Milano Unica, with the presentation of the collections for the A/W 2019-2020 season, recorded good results in terms of attendance and interest.

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Mega Event

CENTRESTAGE: THE COUNTDOWN BEGINS

Organised by the Hong Kong Trade Development Council (HKTDC), the international fashion trade show CENTRESTAGE will take place from 5-8 September at the Hong Kong Convention and Exhibition Centre.

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