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FASHION BUSINESS



Cover Picture Courtesy: Turtle

Stores



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TRADE WINDS

CENTERSTAGE 2018:

Showcasing the beauty of Asian fashion at HKTDC.

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TRADE WINDS

AMBIENTE FAIR 2019

Ambiente is a leading international trade fair, and acts as barometer of the latest trends as well as an order and design platform.

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E-COMMERCE

Fifty Degree starts e-retailing in India

The brand announced that it would be e-retailing through leading e-commerce platforms and also showcased its latest collection at the 67th National Garment Fair, Mumbai.

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Business & Innovation



BRAND LAUNCH

PARVATI FABRICS

The company ventures into retail with launch of contemporary clothing line 'Raisin'.

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BUSINESS CONNECT

NEVA

At Neva Quantum Jump 2018-19, it unveiled its new winter collection and presented its up-and-coming summer collection for 2019-20.

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FASHION RETAIL



CATEGORY STUDY

BRANDS SHARPEN FOCUS ON MEN'S OCCASION WEAR

Images BoF takes a look at the men's occasion wear market in India, which is witnessing aggressive growth in both metro cities as well as rural areas.

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IN CONVERSATION

MANYAVAR & MOHEY: PROVIDING ETHNIC OCCASION WEAR SOLUTIONS ACROSS INDIA

In an exclusive chat with IMAGES BoF, Shilpi Modi, Director, Vedant Fashions Pvt. Ltd., talks about the company's most successful brands Manyavar and Mohey, their USP and core values.

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EXCLUSIVE

RAYMOND ETHNIX

Bidyut Bhanjdeo, Brand Director, Ethnix and Next Look shares his plans for brand 'Ethnix' and plans to open standalone EBOs.

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BRAND WATCH

MANISH CREATIONS SPRUCES UP OCCASION WEAR COLLECTION TO ATTRACT CONSUMERS

In an exclusive conversation with IMAGES BoF, Pratikh Rajpuria, Managing Director, Manish Creations shares details on changing demands in the occasion wear category by discerning male consumers.

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IN FOCUS

TOONZ RETAIL: PROVIDING BIG STYLES FOR LITTLE ONES

Sharad Venkta, MD and CEO of Toonz Retail shares his insight on the thriving kids occasion wear market in India.

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SPOTLIGHT

BESPOKE SUITS: AN INVESTMENT IN INDIVIDUALITY

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MARKET STUDY

INDIA'S FASHION RETAILERS BET BIG ON OCCASION WEAR

A look at the dynamics of this relatively new fashion segment that is obliging India's newfound penchant for celebrating occasions.

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Occasion & Festive Winter Wear Study



LEAD RESEARCH

FUTURE OF THE BUSINESS OF THE INDIAN WINTER WEAR MARKET: A RESEARCH BY TECHNOPAK

Branded and unbranded segments of the winter wear market are both working on offering innovative products, team Technopak takes a look at this rapidly emerging segment.

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LEAD STORY

INDIA'S WINTER WEAR MARKET: IT'S BUSY BUSINESS AS RETAILERS GEAR UP TO WEATHER CLIMATE CHANGE

IMAGES BoF spoke to various brands to compile a comprehensive study of the winter wear market in the country and the road ahead.

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BRAND WATCH

LITTLE STREET INTRODUCES FASHIONABLE WINTER WEAR FOR TOTS AND TWEENS.

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Design Studio
**LIVA LAUNCHES LAPF
STUDIO IN TIRUPUR**

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Trends & Insights
**FESTIVE & OCCASION WEAR:
A REPORT BY THE FASHION
FORECASTER**

The Fashion Forecaster unveils three trends that will influence the upcoming festive & occasion season – Ungendered, Conscious and Affordable. A detailed report.

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Launch

**INDIGENOUS TEXTILE
DESIGNER
KSHITIJ JALORI
LAUNCHES EPONYMOUS
LABEL**

The designer showcases an exhibition to celebrate Indian textiles and silhouettes.

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