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FASHION BUSINESS



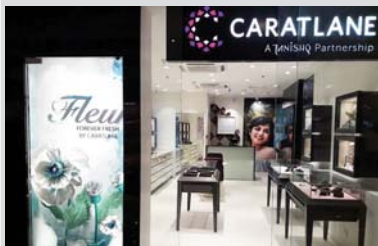
Cover Picture Courtesy: Deal jeans

New Store



Ayesha Accessories

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Caratlane

Pg No.48



Celio

Pg No.49



GATTA **LEADING HOSIERY** **DESIGNS FROM POLAND** **CENTERSTAGE 2018:**

A leading domestic manufacturer of tights and hosiery, Gatta boasts of a growing range of clothing, including sports clothing, underwear and swimwear...

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FOCUS FEATURE Tab 91: Brand Profile...

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Business & Innovation



PRODUCT INNOVATION **FINDING THE PERFECT** **BRA THE CORIN WAY**

Corin highlighted on the problems involved in bra construction and took on the challenge to create the perfect bra...

Pg No.62-63

FOCUS FEATURE **Duke launches Autumn** **Winter'18-19 Collection**

Inspired by the cosmopolitan dressing style of Austria, the collection is in sync with global trends...

Pg No.64

WHAT'S HOT **Van Heusen Forays into Women's** **Innerwear & Athleisure**

The company has announced a pan-India growth plan by introducing innerwear and athleisure range for women...

Pg No.66-67

AWARDS **IMAGES Retail Awards & IMAGES** **Retail Technology Awards 2018**

IRA & IRTA 2018 honoured outstanding retailers and professionals who excelled in every aspect of retail - technological innovations, customer experience, and making profits - in front of an audience comprising the who's who of retail in India...

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BUSINESS CONNECT **Vingo Clothing Inc Develops Thermals** **That Are Skin Friendly, Light-Weight** Pg No.70



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FASHION RETAIL



COVER STORY

WOMEN'S WEAR IN INDIA: DYNAMICS, TRENDS & THE FUTURE

The women's wear market in India has evolved rapidly over the past few years and is now among the biggest segments in the Indian fashion industry. Are brands and retailers of this sphere ready to step up to the challenges and tap into the opportunity?

Pg No. 80-85

MARKET DYNAMICS

WHAT'S MAKING THE WOMEN'S WESTERN WEAR MARKET IN INDIA

TICK: Be it fashion sensibilities or wardrobes of the modern India women, western wear has become a staple today. IMAGES BoF takes a detailed look at the growth drivers, changing dynamics and the opportunities in this segment...

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WESTERN WEAR PROFILES

- 94 B:Kind
- 95 Cover/Story
- 96 Madame
- 97 Mineral
- 98 Vajor
- 100 Toyo

IN FOCUS

RAISIN: MUCH MORE THAN JUST A WOMEN'S WEAR BRAND

After operating successfully for over 30 years, Parvati Fabrics Ltd. decided to veer away from the beaten path and launched Raisin...

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FOCUS FEATURE

MAX Q'S: GIVING AN EDGE TO WESTERN WEAR



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MARKET TRENDS

INDIA'S EVOLVING WOMEN'S ETHNIC WEAR MARKET TO GROW TO ₹1,26,210 CRORE BY 2019

IMAGES BoF talks to the key brands and retailers to understand how the category is evolving and transforming itself to sustain in today's competitive environment...

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ETHNIC WEAR PROFILES

- 118 Chic By ChaitaliBiplab
- 119 Neeru's
- 120 Pretty Woman
- 121 Zola

SUCCESS STORY

SOCH TO EXPLORE 35 NEW CITIES; OPEN 100 OUTLETS IN TWO YEARS

Through its innovative use of traditional crafts, Soch celebrates the global Indian woman with a contemporary lifestyle – who flaunts her ethnicity as she sets trends and breaks barriers, every day...

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CENTRESTAGE

WOMEN'S ACCESSORIES ARE A WHOLE NEW MARKET OF OPPORTUNITY FOR RETAILERS

IMAGES BoF puts together a detailed analysis of the market dynamics and industry expert opinions on India's burgeoning accessories market...

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ACCESSORIES PROFILES

- 136 Baggit
- 137 E20 Fashion
- 138 Horra

DENIM WEAR DYNAMICS

IT'S ALL IN THE JEANS! WOMEN WILL MAKE UP LARGEST DENIM CUSTOMER BASE IN INDIA BY 2027

IMAGES BoF maps the women's denim market size and highlights its challenges and opportunities...

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DENIM WEAR PROFILES

- 144 Deal Jeans
- 145 Focus Jeans
- 146 Lee Jeans
- 147 Lee Cooper
- 148 Numero Uno
- 149 Pepe Jeans

Women's Wear in India



RESEARCH

WOMEN'S WEAR IN INDIA

The global women's wear market has shown rapid growth as fashion trends, which are the most important aspect of women's wear, are changing rapidly. Technopak throws light on how Asia Pacific is expected to be the fastest growing market for women's wear as it comprises some of the emerging economies with a very high proportion of middle class with significant disposable income...

Pg No.74-78

MARKET DYNAMICS

COMFORT WEAR: INDIA'S LEGGINGS BUSINESS GROWING BY 50 PERCENT EVERY YEAR

With continuous quality enhancement and product development, Lyra has established itself as one of the most preferred leggings brands in the country...

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IN FOCUS

DE MOZA TAKING THE LEGGINGS CATEGORY FROM MINIMAL TO MUST HAVE

The brand has crafted a new collection which consists of active wear leggings made with super fine bio wash cotton stretch with modern cuts and sharp pricing...

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PROFILE

DEEPEE TWISTER & PINK 'N' PURPLE

Pg No.154



RETAIL REVOLUTION
**NEW-AGE FABRIC LIVA IS
DEFINING THE FUTURE OF
FASHION**

IMAGES BoF talks to Manohar Samuel, President - Marketing & Business Development, Birla Cellulose, Grasim Industries Limited, to understand their vision for LIVA and how the fabric will create more value for the company...

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SPOTLIGHT
**THE REVIVAL OF INDIAN
HANDLOOMS IN THE
DIGITAL ERA**

Jawahar Singh, Co-Founder, Avishya pens his views and thoughts on the least capital-intensive sector, handloom. He shares his opinions with IMAGES BoF how the handloom sector adaptable to market requirements and is always open to new innovations and latest trends...

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GEN-NEXT FASHION
**TOP 10 TRENDS FROM LAKMÉ
FASHION WEEK**

A report... Celebrated fashion columnist Meher Castelino writes on the 10 disruptive trends from Lakmé Fashion Week Winter/Festive 2018 with an emphasis on new fabrics, occasion wear innovations and gender-neutral fashion...

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Fashion Creation



INNOVATION
**ANKUR TEXTILES LAUNCHES
WIDEST RANGE OF MULTI-
FIBRE FABRICS FOR FESTIVE
SEASON**

For more than five decades, Ankur Textiles has been designing high-quality voiles ranging from 100 percent cotton to all fancy blends that are available throughout India...

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CONFERENCE
**GFI 2018: DISPLAYING
SUSTAINABLE FASHION BY
INDIAN & INTERNATIONAL
DESIGNERS**

The 2-day event showcased Indian and international designers and their amazing sustainable collections with Indian crafts, organic and recycled fabrics...

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