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## FASHION BUSINESS



Cover Picture Courtesy: Van Heusen

### New Store



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### MARKET WATCH

## DRESSING THE INDIAN MASSES: UNLOCKING ECONOMY AND VALUE FASHION RETAIL

Baqar Naqvi, Business Director and Willson Anand, Consultant, Wazir Advisors share market insights on Indian fashion consumption taking-off for newer heights due to demographic, cultural, psychographic and behavioural changes.

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### E-COMMERCE

## Amazon's Great Indian Festival 2018 - A New Apparel Retail Revolution

Top brands across men's, women's and kids' wear saw significant growth over normal business...

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## Business & Innovation



### FASHION TECH

## TOMMY HILFIGER'S FALL 2018 COLLECTION PRESENTED THROUGH HOLOGRAPHIC WATER PROJECTION IN TOKYO

Following 'Tommy Now Icons' in Shanghai and the 'TommyXLewis' VIP launch party at New York Fashion Week, Tommy Hilfiger brought the latest collections to Tokyo with global brand ambassadors...

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### RETAIL EXCELLENCE

## Cover Story to Launch Accessories Line Soon; Eyes 100 Doors by End 2018

Cover Story, whose product is a blend of latest trends in the Indian context has struck the right chord with customers and has established itself as a formidable competitor in the fast fashion space to international players...

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### RETAIL INNOVATION

## Bonjour Introduces Diabetic & Health Socks

Offering unique health benefits to patients, Bonjour launched special socks for its diabetic customers under its range of wellness socks...

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## FASHION RETAIL



### SNEAK PEEK

#### INSIDE THE INDIAN SPORTSWEAR INDUSTRY

IMAGES BoF takes a look at the market dynamics and how players are gearing up for the sportswear boom in India...

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### PROFILES

- 85 Black Panther
- 86 Puma
- 87 Reebok
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### IN CONVERSATION

#### FILA BETS BIG ON THE INDIAN MARKET

India is a very strategically important market for Filia and with a sharp focus on EBO presence in metros and mini metros across the country, followed by smaller towns, the brand is well placed to grow to five-fold in the coming five years ...

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### PERFORMANCE WEAR

#### A STEP IN THE RIGHT DIRECTION: THE BOOMING SPORTS FOOTWEAR MARKET IN INDIA

Over the past few years, India has rapidly caught up with the wider global fitness trend. If there's one fashion segment that made the most out of the rising craze for fitness, it is the sports/athletic shoes segment...

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## PROFILES



- 108 Lotto
- 109 Nike
- 110 Skechers
- 111 Jukebox

### MEGA TREND

#### FROM OFFICE-TO-CROSSFIT: BRANDS ACTIVELY TAP THE ACTIVEWEAR MARKET IN INDIA

IMAGES BoF talks to prominent brands and understand the factors propelling its growth, its market size and how is consumer behaving to this evolving apparel segment...

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## PROFILES



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- 125 Enamor
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### EMERGING SEGMENT

#### STARTUPS, RELAXED OFFICES FUELING GROWTH OF ATHLEISURE SEGMENT BY 25 PERCENT YEAR-ON-YEAR

IMAGES BoF talks to brands offering athleisure wear to understand the what is propelling the segment to grow and what are the future prospect of this emerging segment...

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## PROFILE

- 135 Groversons

### MARKET LEADERSHIP

#### THE GAME IS ON FOR GAME BEGINS

With its wide product range, Game Begins focuses on covering all segments with innovative and functional collections...

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### MARKET SCAN

#### 'DEMAND OF WOMEN ATHLEISURE WEAR GROWING AT A RAPID PACE GLOBALLY'

The athleisure market is poised to grow 15-20 percent year-on-year. Seeing the immense scope in the category going ahead, Lotto also started changing its outlook towards the market by expanding into the athleisure segment...

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## SPORTSWEAR STUDY



### RESEARCH

#### SPORTSWEAR: IS IT REALLY WORTH THE SWEAT FOR APPAREL PLAYERS?

*Euromonitor shares their study on the sportswear segment - how the segment is projected to grow over the next five years and what trends and factors will propel its growth further...*

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### INTERVIEW

#### ATHLEISURE SEGMENT POISED TO GROW 30 PC Y-O-Y: AFSAR ZAIDI, CO-FOUNDER, HRX

The Hrithik Roshan-backed fashion brand is eyeing ₹500-crore turnover by 2020 from its apparels and footwear section, fuelled by expansion in product categories and offline presence next year...

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### EXPERT SPEAK

#### YOGA WEAR: CLOTHES THAT OFFER THE TRIFECTA OF EASY MOVEMENT, COMFORT & BREATHABILITY

IMAGES BoF takes a deep breath and dives in deep to analyse the progress of the sector in India...

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### SPOTLIGHT

#### TRACKING THE DYNAMICS OF INDIA'S GYM WEAR MARKET

The demand for gym and active wear is growing in India because of a desire to stay fit and healthy. IMAGES BoF takes a look at the market dynamics...

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IN FOCUS

**SPYKAR TO GET INTO THE ATHLEISURE SEGMENT**

*Spykar eyes up to 30 percent higher sales at ₹700 crore in FY19*

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CENTRESTAGE  
**DUKE UNVEILS MODISH SPORTS & RUNNING SHOES COLLECTION '18-19**

*These sports shoes provide comfort to the feet, exhibit a sporty style, and guard people from rough surfaces and tough movements. They also ensure smooth movement, durable traction for high-energy workouts and offer enhanced foot motion...*

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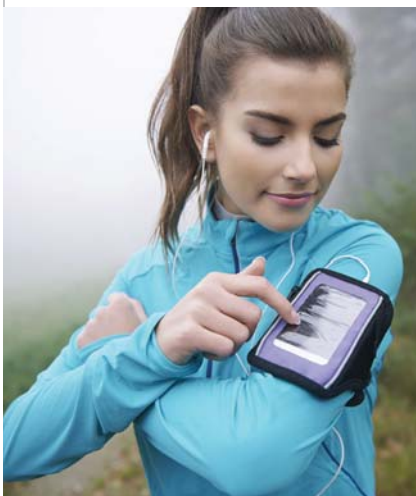


IN FOCUS

**SMART GARMENTS: THE NEXT BIG THING IN SPORTSWEAR**

*Fitness wearables are no longer just a matter of wrist straps or pieces of practical jewellery. Such technology now works via our clothing. In fact, smart garments are all set to supercharge the fashion industry in the years to come...*

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Fashion Creation



MARKET SCAN  
**ANKUR TEXTILES RAISES THE BAR ON WOMEN'S FABRIC INNOVATION**

*Ankur Textiles manufactures voile-based women's wear fabrics for the domestic as well as international markets and hero brands are Chakori, Tip-Top and Panama...*

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FASHION TRENDS  
**WOMEN'S WEAR TRENDS 2018 SAYS, "I AM THE BOSS LADY!"**

*Supporting women-based issues like #metoo, gender-equality or equal pay, women expressions took the mainstage this season. In keeping with the winds of change, women's wear preferences also changed throughout the world...*

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