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FASHION BUSINESS

INVESTMENT

CLOVIA RAISES SERIES B FUNDING LED BY AT CAPITAL

Clovia has made exponential strides growing aggressively quarter on quarter, and has introduced several initiatives to position itself as a leader.

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CONCEPT STORE

PUMA SHUFFLE MAKES ITS DEBUT IN INDIA

Puma has introduced a brand new concept that emerges over weekends to provide a dedicated space for creative expression.

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NEW STORE

Luxury Brands Ted Baker, Hackett London Open Stores in Ambience Mall, Gurgaon

With the launch of Ted Baker and Hackett London stores, Ambience Mall, Gurgaon has augmented its standing as the numero uno mall in the country.

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NEW STORE

fabindia Launches Flagship Experience Centre in Delhi

The Experience Center in South Delhi's popular shopping destination, Lajpat Nagar, is the third to be launched by the brand in the Delhi NCR region.

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EXPANSION

Fila to Open 100 Exclusive Retail Stores in India Over the Next 5 Years

As part of the new Heritage Store format, Fila has been opening one store a month and expects to keep this momentum going in 2019.

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DIGITAL MARKETING

Digital Innovation & The Future of Social Media Marketing

Sanjay Vakharia, CEO, Spykar Lifestyle, shares insights on the future of social media marketing and digital innovation.

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BRANDING

ITC WILLS LIFESTYLE GOES 100% NATURAL, LAUNCHES NEW IDENTITY AND DIRECTION

ITC Wills Lifestyle, on a journey of evolution has made the tectonic shift to 100 percent natural, and will now simply be called 'WLS'.

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DENIMWEAR

Wert Jeans

The brand has been built with a lot of passion towards innovation by founder Sabu Joseph who looked into customer insights and identified a huge gap in the affordable denim segment.

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FASHION RETAIL

COVER STORY

SMALL CLOTHES, BIG BUSINESS: INDIA WITNESSES BOOM IN KIDSWEAR RETAIL

IMAGES Business of Fashion takes a look at the market dynamics of one of the fastest growing sectors of fashion retail - kidswear.

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WHAT'S HOT

Kidswear Brand BownBee Invokes Innovation for Discerning Consumers

BownBee is planning to launch coordinated footwear and accessories this year, with an eventual aim to become a one-stop-shop for kids occasion wear needs.

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BRAND PROFILES

Appleeye // Pg No.58

AOMI Apple Of My I // Pg No.59

Button Noses // Pg No.60

Duke // Pg No.62

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INFANTWEAR MARKET

No Child's Play: The Growing Infant Wear Market is Serious Business

The growth of the infant wear market in India is drawing parallels to the kidswear market, which in turn is among the most lucrative segments of the fashion industry in the country today. A look!

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Kidswear Study

KIDS DENIMWEAR MARKET

It's All in the Jeans: Kids Denim Wear Experiences Upward Growth Trajectory

Denims are a hot favourite when it comes to kidswear. We take a look at the growing market.

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KIDSWEAR AND E-COMMERCE

E-COMMERCE BUOYED BY THE GROWING DEMAND FOR KIDSWEAR

Convenience, discoverability and affordability have catalyzed e-commerce as one of the most preferred mediums of kidswear retail.

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ACHIEVEMENT

RUPA CELEBRATES 50TH ANNIVERSARY

Over 800 business partners from all over the country graced this special occasion.

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BRAND ACTIVATION

Liberty Lifestyle Further Strengthens its Presence in the Market Through Strategic Partnerships and Initiatives

Liberty Lifestyle has been actively participating in various events and exhibitions to sustain growth and awareness for the brand.

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LAUNCH

Adidas Unveils Reimagined Version Of Iconic Performance Running Shoe

Co-created with runners, Adidas Ultraboost 19 focus is celebrating the way the sport of running is changing.

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COLLECTION LAUNCH

CELIO* UNVEILS SS'19 COLLECTIONS

Celio has come up with an effortless style for men.*

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INVESTMENT

Aditya Birla Group to invest ₹15,000 crore in Gujarat over 3 years

The group will make these investments in various business segments.

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BRAND ACTIVATION

Wrangler's Annual Event 'True Wanderer' Announces Season 7 Winners

Started in 2012, Wrangler's True Wanderer is a popular annual event for people who want to celebrate their love for the open road and the adventure of travelling.

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INDIA ANTHROPOMETRIC STUDY

CMAI LAUNCHES 'SIZE INDIA' LOGO TO BRING INDIA AT PAR WITH DEVELOPED NATIONS

CMAI and the Union Ministry of Textiles jointly unveiled the 'Size India' logo.

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Kidswear Brand Chhota Bheem Capturing Big Markets

IMAGES Business of Fashion talks to Samir Jain, COO and Executive Director, Green Gold Animation, to understand the nuances of kidswear business on e-commerce marketplaces.

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EAST INDIA: KIDSWEAR HUB Brand Zero is a Hero Among Kidswear Retailers in East India

In an exclusive conversation, Pradeep Arora talks about fashion retail and the burgeoning kidswear market of eastern India.

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MY THOUGHTS

Manufacturing in India: Are We On The Right Track?

Vidhan Chabra, Business & Development Head, Toffyhouse, shares his thoughts on the kidswear market in India.

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SPOTLIGHT

Understanding India's Baby Care Market

Rishu Gandhi, Founder, Mother Sparsh, expounds why products should be eco-friendly, as untouched by chemicals and natural as baby skin.

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KIDSWEAR TRENDS

'MINI ME' TREND MEANS MASSIVE OPPORTUNITIES FOR RETAILERS

This mini-me trend has gained traction with social media popularising it and influencing parents choices.

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INNOVATING FOR THE FUTURE

WIRED FOR COMFORT: SMART GARMENTS FOR SMARTER KIDS

Clothing for children is also witnessing technological advancements that will not only revolutionize the kidswear segment but also make life easier for parents.

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CATEGORY EXPANSION

New-Age Moms Give a Boost to Maternity Wear Category in India

A look at how the market is providing more and better options of apparel and essentials for new mothers while making their pregnancy memorable.

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