





Contents



35-132

FASHION BUSINESS



NEW STORES

2BMe // Pg No.46 Indya // Pg No.48 Madame // Pg No.49 Nike // Pg No.50 Prettysecrets // Pg No.52

Taneira // Pg No.57 Toonz // Pg No.58 Horra // Pg No.60

DYNAMICS

CLOVIA EYES INTERNA-TIONAL EXPANSION OVER 5 YEARS

A sneak peek into the business dynamics of Clovia and its plans of aggressive expansion into international territories...

Pg No.62

DYNAMICS

Large Format Value Fashion Retailer Unlimited to open 30-40 stores in 2019

Pg No.66

GROWTH STORY

AKS Clothings Crosses ₹100 Crore Mark

Pg No.67

BEAUTY RETAIL

NYKAA AIMS AT 100% GROWTH THIS FISCAL, TO OPEN 200 STORES BY 2020

Pg No.68

SUCCESS STORY

Luxury Brand Shazé Eyes Expansion in 2019, to Open 8-10 EBOs

Pq No.74

SUCCESS STORY

1-INDIA FAMILY MART: A BIG DEAL IN SMALL TOWNS

Value retail store 1-India Family Mart pioneered the concept of meeting profits by virtue of large scale reach and unique target audience segmentation...

Pq No.78

INNOVATION

Arvind Ltd & ICB India Ltd.: To Provide Safety-Compliant Industrial Uniforms

Pg No.81

RETAIL DEBUT

American Eagle Outfitters Bets Big on Indian Market; To Open 25 **Outlets in Three Years**

Pa No.82

RETAIL TECH

GOOGLE LAUNCHES 'SHOP-PING' IN INDIA

Pg No.84

DIGITAL INNOVATION

ABFRL's Fast Fashion Brand People Takes on Social Cause

People launches its unique campaign *'#LetsBePeopleFirst'. The multi-platform* digital campaign addresses the issue of gender inequality through the dialect of fashion...

Pa No.86

GREEN TECHNOLOGY

Sustainability & New Product Development

Pa No.90

STORE DESIGN

Kan D:FY Stores Designed to Create a Truly Indian Sports Brand

Pg No.96



133-264

FASHION RETAIL

Ankur Textiles // pg No.134 Appleeye // pg No.136 Beindi // pg No. 137 Black Panther // pg No. 138 Blackberrys &

Blackberrys Casuale // pg No. 140 Blue Buddha // pg No. 142

Bumchums // pg No. 143 CDF Columbia // pg No. 144

Celio // pg No. 149

Checkpoint // pg No. 150

Comfort Lady // pg No. 152 Cool Colors // pg No. 154

Courtyard + Kraburs // pg No. 156 **D&G Button** // pg No. 158

De Moza // pg No. 159

Deal Jeans // pg No. 160 Deepee Twister // pg No. 162

Design Mandee // pg No. 163 Duke // pg No. 164

Eteenz // pg No. 166 Euro // pg No.167

Focus Jeans // pg No. 168

Game Begins // pg No. 173

Hoffmen // pg No. 174 Irony // pg No. 176

Juelle // pg No. 177

Just Scarves // pg No. 178

KK Fashion Hangers // pg No. 186

Krunchy // pg No. 187

Little Street Creation // pg No. 188

Lux Cozi // pg No. 190

Lyra // pg No. 192

Mash Up // pg No. 194 Max Q's // pg No. 196



MARKET DYNAMICS

Fashion Accessory Brands Step into **Bullish Footwear Category**

Pa No.98

VISUAL MERCHANDISING

Luring the Customer with Innovative In-Store Communication

Pa No.104

TRAVEL RETAIL

Transit Retail: Optimising Revenue Potential and Passenger Experience

Transit Retail is not a new concept, in India, it has been in existence for less. It is picking up tempo only now, becoming a topic of discussion at retail meets & forums...

Pg No.114

AWARDS

DUKE FASHIONS BAGS EXCELLENCY IN FASHION **AWARD 2018**

Pa No.130

SUMMIT PARTNERS

TÜV SÜD-Indian Leather Products Association Technical Partners for **Buyer-Seller Summit 2019**

Pg No.132



FASHION CREATION

MONTE CARLO'S **'FASHION SOCKS' MOVE** AWAY FROM UTILITY AND TOWARDS STYLE

Made from premium quality fiber blends, Monte Carlo socks are extremely comfortable and will let fashion conscious people effortlessly flaunt their style...

Pg No.266

COLLECTION LAUNCH

PETER ENGLAND LAUNCHES WEDDING SUITS. BLAZERS COLLECTION IN NEW CAMPAIGN

The new range is an impeccably tailored line that combines sharp cuts, versatile patterns and subtle jacquards, promising the right impression...

Pg No.268

DENIM PRODUCT INNOVA-TION

ARVIND LTD: LEADING THE WAY IN INNOVATION & SUSTAINABILITY

Sustainability has become way of doing business for Arvind and is not merely a unique selling proposition, and the brand is leading the way in transforming the industry...

Pg No.270

CATEGORY LAUNCH

CANDYSKIN LAUNCHES SHAPEWEAR RANGE. SMOOTHSKIN

With anti-bacterial functionality. Candyskin's Smoothskin collection helps women achieve their dream body and enhance those curves with confidence...

Pg No.278







Mayka // pg No. 198

Mexico // pg No. 200

Mllan Ethnic // pg No. 202

Moonwalker // pg No. 203

Next Look // pg No. 204

Novio // pg No. 206

Onn Premium Wear // pg No. 207

Paribito // pg No. 208

Poison // pg No. 210

Pretty Women // pg No. 211

Puff // pg No. 212

Relan // pg No. 214

Rookies // pg No. 215

Sabhyata // pg No. 216

Salve Mannequins // pg No. 218

Sara J // pg No. 219

Sheriff // pg No. 220

Shree // pg No. 222

SO Design // pg No. 223

Soch // pg No. 224

Softline // pg No. 226

Spark // pg No. 229

Springfield // pg No. 230

Stride // pg No. 232

Success // pg No. 234

Supersox // pg No. 235

Tab91 // pg No. 236

Tales & Stories // pg No. 238

Toyo // pg No. 239

Turtle // pg No. 240

Twills // pg No. 242

Vamas // pg No. 244

Wendler // pg No. 246

Wert // pg No. 247

YKK // pg No. 248

Zola // pg No. 249

NORTH INDIA RETAIL AWARDS

2018 // pg No. 250





SOUTH INDIA RETAIL AWARDS

2018 // pg No. 258



