

Shopping Centre News

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Editor-in-chief: **Amitabh Taneja**

Editorial Director: **R S Roy**

Publisher: **S P Taneja**

Editorial

Managing Editor: **Surabhi Khosla**

Assistant Editor: **Sandeep Kumar, Charu Lamba**

Creatives

Art Director: **Pawan Kumar Verma**

Dy. Art Director: **Deepak Verma**

Production

Sr. General Manager: **Manish Kadam**

Asst. Manager: **Ramesh Gupta**

Support

Sr. General Manager – Administration: **Rajeev Mehandru**

Subscription

Deputy Manager – Subscriptions:

Kiran Rawat

BUSINESS

Anjali Sondhi, Director

E: anjalisondhi@imagesgroup.in

ADVERTISING

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MUMBAI:

Santosh Menezes, Regional Head (West)

KOLKATA:

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For Advertising Queries, please write to: salesretail@imagesgroup.in

Images Multimedia Pvt. Ltd.

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REGISTERED OFFICE:

S 21, Okhla Industrial Area, Phase II, New Delhi 110020

T: +91 11 40525000 | F: +91 11 40525001

E: info@imagesgroup.in

U: www.imagesgroup.in

MUMBAI:

1st Floor, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059

T: +91 22 28508070 / 71

F: +91 22 28508072

BENGALURU:

523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075

T: +91 80 41255172/41750595/96

F: +91 80 41255182

KOLKATA:

P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700029

T: +91 33 40080480, 40080440

For subscription related queries, email to:

subscription@imagesgroup.in

For feedback/editorial queries, email to:

letter2editor@imagesgroup.in

The growth trajectory of the Indian Fashion Retail Industry is on an all-time high. With around 400 national and international fashion brands operating successfully in the Indian market, it is boom time for the sector. Be it Tier I, II & III cities, the Millennial population everywhere is becoming more fashion conscious and is all about new trends in fashion, buying both offline and online.

This, as well as the snow-balling popularity of social media, has opened unprecedented retail opportunities for the fashion industry. And mall developers in India have been quick to take advantage. They are increasingly allotting more and more space to fashion brands, which in turn are aggressively expanding across the country. Western wear brands, including fast fashion and casual wear, are also becoming more and more popular, expanding rapidly due to increasing consumer demand.

The cover story of Shopping Centre News, February-March 2019, 'Fashion Retail: The Money Spinner in Malls' explores the workings of the fashion retail community within the larger setting of the Indian mall. In keeping with our upcoming flagship event, **India Fashion Forum 2019**, being held on March 27-28 in Mumbai, we delve deep into why fashion is the largest and by far the most profitable category for Indian malls. The story examines why the 'fashion floor' is the most important floor for malls, how much revenue it generates, and how much space and status malls accord to the fashion segment.

The feature also brings to the readers, the inside view, gleaned from in-depth interviews with mall heads and developers, while studying change in consumer income and demographic profile and the role of technological innovations, cultural shifts, social media and brand endorsements play in the growing standing of fashion retail within malls.

We hope to find this issue well informed and beneficial as always. We also look forward to seeing you in large numbers at IFF 2019 being held at Hotel Renaissance, Mumbai. Do log on to our website, www.indiaretailing.com and www.indiafashionforum.info to read more informative articles and analyses on innovative trends, developments happening on the stage of the global retail and shopping centre industry with an emphasis on India.



Amitabh Taneja

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Fashion Retail: The Money Spinner For Indian Malls

A boom in the fashion retail segment in shopping malls in India can be attributed to a number of reasons including an increase in the number of brands in the premium fashion category, the entry of global brands and fast fashion retailers, and the subsequent growing demand for quality Grade A retail real estate space. We bring an in-depth analysis of why fashion is the number one category in shopping malls pan India



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