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FASHION BUSINESS



NEW STORES

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ETHICAL FASHION

Style That's Sustainable: Retailers Slow Down, Rethink Fast Fashion

Thanks to the consciousness shown by some forward-looking retailers and brands, sustainable fashion is making in-roads into the industry

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IN FOCUS

Fashion E-Commerce Start-Ups: Challenges in the Indian Scenario

Aashray Thatai, Co-Founder, PostFold shares a broad outline of the challenges that a brand has to go through as a new entrant in the e-commerce space in India

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EMERGING MARKETS

Rising & Shining: India's Fashion Jewellery Market

IMAGES BoF takes a look at the thriving fashion jewellery market in India, and asks renowned brands to share their insights on evolving consumer preferences, market opportunities and challenges

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US Online Fashion Retailer Samshek Inc Gets Nair Ventures On Board For India Expansion

Through the collaboration, Samshek is looking to get help on capital investment, infrastructure support, business intelligence, and operations & market research

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IN FOCUS

Citykart Fast-Forwards Fast Fashion To Small Towns

Citykart has doubled its store count from 18 to 40 in the last two years. The brand now aims to open 100 new stores in the next two years

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PRODUCT INNOVATION

Myntra's Roadster Launches New Range of Augmented Reality T-Shirts

Roadster, one of India's leading casual outdoorsy lifestyle brands, has announced the launch of Augmented Reality Tees or 'the talking tees'

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INDIA FASHION FORUM 19

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IFF 2019
Introduction
Pg No.58-59

IFF 2019
Fashion Intelligence: Insights on Fashion & Lifestyle Business
In partnership with Association of NIFT Alumni, the first session at India Fashion Forum 2019 focused on 'the future of fashion' in India. Following the theme of this year's conference, 'Innovate the Future of Fashion', distinguished panelists shared insights on a 'six-point game-plan' for a powerful fashion business. These included: first-mover advantage; fashion today, not tomorrow; width over depth; customer research; end-to-end tech; and brand experience
Pg No.60-63

IFF 2019 | INAUGURAL SESSION
Digitisation & The Future of Fashion: Deciphering New Codes of Fashion Retail

The inaugural panel of India Fashion Forum 2019 expounded on the innovations, new technologies, in store experiences and the resources that successful retail strategy heralds. The panel of fashion leaders discussed at length the various ways to pivot e-commerce, social, and brick-and-mortar strategies to deepen consumer connections

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IFF 2019 | CUSTOMER EXPERIENCE
Building a Playbook for the Customer of the Future
In a Customer Experience session held at India Fashion Forum 2019 in Mumbai, leaders across the fashion retail industry deliberated the re-designing of individual 'business systems' to better understand and serve the needs of the new customer
Pg No.68-70

IFF 2019 | 7 MINUTES INSIGHTS
Three Mistakes To Avoid In Online Fashion Retail
The online medium has opened up huge new markets for businesses around the world. While e-commerce is a highly profitable industry, launching an online store and growing one are two very different things
Pg No.72-73

Business & Innovation

PRODUCT INNOVATION

Latest Innovation from Lux Cozi India's First Ever Scented Range of Vests

With the new range of vests, Lux Cozi is taking a phenomenal leap in the process of creating value based products

Pg No.52

BRAND LAUNCH

BFL Brand Folio Introduces American Tennis Footwear Brand 'K-Swiss' in India

K-Swiss' brand mission is to outfit and inspire the next generation of entrepreneurs

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MARKET WATCH

Aditya Birla Group's Grasim to Acquire Premium Fabric Firm Suktas India

Suktas India has presence in the premium fabrics segment under the brand name Sokta, Giza House and Excellence by Sokta

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DIGITAL MARKETING

Relaxo Ventures Into The Digital Gift Voucher Space

GyFTR will enable end-to-end execution, technology, and delivery for Relaxo to create more visibility in the end-customer market through digital gift vouchers

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COLLECTION LAUNCH

aLL Launches Summer Collection Live on Social Media

India witnessed the unboxing of aLL's summer collection 'live' on its Facebook and Instagram handles

Pg No.94

United Colors of Benetton Launches its Foremost Art Collectible Line

Benetton India unveiled an exclusive collectible line in collaboration with established artists on an Instagram Live Auction. #UnitedbyArt

Pg No.95

Duke Launches Modish Flip Flop and Sandal Collection '19

The collection offers a trendy casual look, high wearing comfort and classic soles.

Pg No.96

Trendsetting New Bugatti 'Uncopy' Collection Comes to an Indian Summer

Pg No.100-101

FableStreet Launches Elegant 'Sombre Greens' Collection

The highlight of the collection is its versatility and the understated shades of green that add the necessary amount of colour to wardrobe, while keeping it office friendly

Pg No.102

Accessories Brand Horra Launches Pearl Dial Beauty Watches

Showcasing timeless elegance and regal sophistication, the Ruby series Pearl White Dial analogue watches are wrist-sized pieces of perfection

Pg No.103

Sachin's True Blue tie-up, Fabric Monde, Launches 'Handcrafted' Shirts

The range is an honest attempt to revive the dying spirit of the authentic Indian textile by the brand

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INNOVATION

Lenzing: Lowering the Ecological Strain by Creating Sustainable Textiles

Lenzing - which prides itself on having an 80 year history of innovation - collaborates with its partners to contribute towards improving the ecological performance throughout entire value chains

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INNOVATION

The Woolmark Company's Latest Innovations with Merino Wool at India Fashion Forum 2019

Showcasing the ever-increasing possibilities created with Merino Wool, The Woolmark Company presented the latest edition of The Wool Lab Sport and textile innovations at India Fashion Forum 2019

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IFF 2019 | AWARDS IMAGES FASHION AWARDS 2019

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