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## FASHION BUSINESS

### NEW STORES

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### LUXURY SEGMENT | IFF 2019

#### Luxury Fashion In India: The Consumer's Perspective

*According to a research conducted by Luxury Connect, the luxury consumer in India can be categorised into 8 major types, each with their unique expectations and buying behaviours ...*

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### MARKET OPPORTUNITY |

IFF 2019

#### Intelligence & Insights From Retailers Expanding To Tier II & III Cities

*While an increasing number of both domestic and international retailers have been vigorously expanding into India's vast hinterland over the last few years, penetration into smaller cities needs rehashed retail strategies as well as an in-depth understanding of the consumer...*

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### PRODUCT INNOVATION

#### Myntra and Fossil Group partner to launch watches powered by AI

*Tryst offers consumers the most on-trend, stylish and contemporary watch designs, identified by Vorta, Myntra's AI platform for predicting fashion*

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## INNERWEAR STUDY

## FASHION RETAIL

### RESEARCH

#### Indian Innerwear Market

*Among all the fashion categories, Innerwear has emerged as one of the fastest growing in the last few decades. Once a day-to-day essential, it has transformed itself into trendy fashion with more emphasis on styling and comfort...*

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### COVER STORY

#### Fashionable on the Inside! Analysing the Indian Innerwear Segment

*From being a bare essential to transforming into an indulgence, innerwear has traversed a long trajectory in India. A look at the changing trends in the women's innerwear market in India...*

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### BRAND PROFILE

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### CONSUMER BEHAVIOUR

#### The Changing Dynamics of the Men's Innerwear Market in India

*Brijesh Devareddy, Co-Founder, Buttalks highlights why the underwear to the common man is not a top priority garment...*

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### EMERGING CATEGORY

#### Sports Innerwear: Next Gen Growth Engine for the Innerwear Segment

*The retail sector is working hard to keep up with evolving trends and consumers who are demanding base layers that no longer look like functional underwear...*

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### EMERGING CATEGORY

#### Innovation & Portfolio Extension to Boost Sleepwear Demand

*IMAGES Business of Fashion talks to renowned brands in the market to understand what is driving the market and future prospects...*

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## INNERWEAR STUDY

### DYNAMICS

#### Changing Dynamics In Premium & Bridge-To-Luxury Innerwear Segment In India

Yogesh Kabra, Founder, XYXX shares his opinion on how the view towards innerwear has changed over the years, causing a befitting change in the dynamics of the intimate apparel industry in India...

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### SHAPEWEAR MARKET

#### C9 Airwear: The Quick Ticket to Fitness

C9 Airwear brings to the table a range of progressive seamless wear that promises to maximise flexibility, mobility and performance, while enhancing consumer comfort and confidence...

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### KIDS SEGMENT

#### Quality Products, Affordable Prices Make Zero a Hero in Kids Innerwear Segment

Pradeep Arora, Director, Zero, who has been in the business of kids innerwear for close to three decades now, shares his understanding and market insights with IMAGES Business of Fashion...

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### INNOVATION

#### Wacoal to Introduce 3D High-Tech Machines in Select Stores

The lingerie brand, which is betting big on India and plans to open 150 stores in the country by 2021, is experimenting with this technology which will help women determine the correct size of the lingerie they need to buy ...

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### ANALYSIS

#### Analysis: The Men's Innerwear Domestic Market

The men's innerwear market is experiencing a paradigm shift as customers move over to sustainable buying. Avinash Mane, Commercial Head - South Asia at Lenzing Group shares an expert view...

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### RETAIL EXPANSION

#### Leggings Brand De Moza to Double Retail Network in FY19-20

De Moza plans to double its retail network this financial year from the current 140 counters to 300+ which includes taking the EBOs to 20 along with introducing the brand in other leading department stores...

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### PRODUCT INNOVATION

#### Supersoxx: Providing Innovative Styles & International Quality to Indian Consumers

In a freewheeling chat with IMAGES Business of Fashion, Harsh Saraf, Business Head, Supersoxx explains how his very young brand came to have a vibrant personality of its own, bringing superb quality and an international style to Indian consumers...

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### INNOVATION

#### Mustang Socks & Accessories: Finding Innovative Health Solutions Through Socks

Launched in 1987, Mustang specialises in producing unique and colourful socks with special focus on fashion wear. The brand likes to be trendy, fun and relatable which is reflected in the products it creates...

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### BRAND LAUNCH

#### Size-inclusive lingerie brand from US, Parfait, launched in India

Distinctively designed to serve the full-busted woman with its expansive range of sizes, Parfait is dedicated to helping customers find the perfect fit...

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### LINGERIE TREND TALK 2019

#### Lingerie: Growing From Bare Essentials to Becoming Functional & Innovative

Aniket Satam, Designer & Guest Faculty, Istituto Marangoni on ruling innerwear trends, which is possibly the most neglected yet definitely the most crucial foundation, of our clothing culture...

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## FASHION CREATION

### COLLECTION LAUNCH

#### Duke Launches Innovative 'Shirts, Trousers & Denims' Collection 2019

With a collection of shirts, formal trousers, casual pants, denims and accessories, Duke combines a nonchalant look that defines today's man...

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### CAMPAIGN LAUNCH

#### "Flexiwear" Says Sporto in New Campaign

Fashion plus comfort is important and the ease and acceptance to wear a product at any time is what the new campaign speaks about...

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### COLLECTION LAUNCH

#### W Launches SS'19 With Livaeco

Ushering in the seasonal flavours, W introduces #YOLO Dress, a collection that embodies sustainability...

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