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## FASHION BUSINESS

### NEW LAUNCH

#### Tablez Launches GO Sport, India's First Sports Superstore

GO Sport will be a specialist curator, working closely with sportspersons, experts and brands to create and showcase products that specifically enable enthusiasts to up their game and push their limits, whether they happen to be a beginner or a pro

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### CATEGORY LAUNCH

#### Vajor To Foray Into Menswear Segment; Eyes 10-12 New Outlets in FY19-20

Vajor is looking to foray into menswear, basic daily wear, ethnic wear and more sub-categories in the home segment

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### TRIAL ROOM INNOVATION

#### IBM: Developing Next Gen Technology for the Fashion Industry

Retailers and brands are doing everything in their power to woo a consumer who has global aspirations. They are taking the help of Artificial Intelligence, Augmented Reality, Virtual Reality and everything in between to bring in consumers and increase their sales

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### FOCUS FEATURE

#### Key Market: Indian Brands Want Supima Cotton to Craft Premium Products

Premier brands across fashion, accessories and home markets across the globe look to create value and a point of difference for consumers with an emphasis on premium fabrics and Supima's premium qualities play a vital role in forwarding this effort

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### IFF 2019 | FOCUS FEATURE

#### Innovation: The Reason That Makes Cotton USA 'Cotton The World Trusts'

Cotton USA's work is based on relationships and works closely with cotton spinning and fabric manufacturing companies to build connections across the entire supply chain

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### IFF 2019 | EXHIBITOR SPOTLIGHT

#### Cambridge: Providing International Styles at Affordable Prices

Over the years, the brand has strived to offer more variety across its core product segments rather than a rapid expansion of its product portfolio. This strategy has become a staple across all the brand's outlets and has also helped it to maintain the sharpness in its price

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### IFF 2019 | FINALE SESSION

#### Fashion Innovations Across The Globe

In a special session, NIFT faculty and students - under expert guidance of senior NIFT Alumni - engaged in leading fashion houses across the globe presented some of the most happening innovations and discussed how Indian fashion creators are reacting to these

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### IFF 2019 | 7 MINUTE INSIGHTS

#### Looking For Black Swans & Grey Rhinos: Winning Consumers By A Big Margin

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### IFF 2019

#### Decoding A 360 Degree Perspective of the Customer Experience Journey

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## FASHION RETAIL

### RESEARCH

#### Casual Wear Market In India

Over the past few years, the market has witnessed acceleration, driven by growth in income levels, changing lifestyles, increasing casualisation among MNC employees, emergence of start-ups and the entry of foreign players. Technopak shares a research report

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## CASUAL WEAR STUDY

### COVER STORY

#### An Exploratory Study of the Indian Casual Wear Market

With mounting western influence, the entry of global brands and a penchant for comfort, casualisation has gained unprecedented momentum in Indian fashion. IMAGES Business of Fashion takes a look at the market nuances

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# CASUAL WEAR STUDY

## BRAND PROFILE

**Cool Colors** // Pg No.84

**Courtyard** // Pg No.86

**Parx** // Pg No.88

**Sheriff** // Pg No.90



## SPOTLIGHT

### Innovation & Sustainability Rule the Indian Casual Shirts Category

Casual dressing in workplaces is boosting the consumption of casual shirts among men. A lot of brands are exploiting this emerging market opportunity with innovative product ranges and novel, eco-friendly fabric blends

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## MARKET DYNAMICS

### Casualwear Market In India & Its Future Dynamics

Ryan Fernandes, Head of Marketing & E-Commerce, Pantaloons shares insights on the Indian fashion retail market saying its worth is ₹3,61,160 crore (US\$ 54 billion) and will grow at a promising CAGR of 8.1 percent for the next 10 years to reach ₹7,88,532 crore (US\$ 118 billion) by 2028

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## RESEARCH

### The Swing Towards Casual Wear

A research report from Wazir Advisors shares how casual and unstructured clothing has become a global phenomenon. Old rules of dressing up are being re-written and consumer segments are driven by casualisation, inclusivity and an active lifestyle

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## GROWTH CATEGORY

### Men's Bottom Wear Market Coming Out on Top

The trouser category has had its fair share of increased patronage in India and the credit for this goes to category expansion which includes khakis and chinos that can be worn both casually and formally. IMAGES Business of Fashion takes a quick look at the market trends and demand for trousers in India

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## CATEGORY LEADERS

### Women Entrepreneurs in Casual Wear & Lingerie Retail

IMAGES Business of Fashion brings you women category leaders in the casual wear and lingerie retail segments in India who are making a difference and are crucial in building successful businesses

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## FASHION CREATION

## COLLECTION LAUNCH

### Crocs Launches Latest Literide Collection

The latest collection is aesthetically inspired for customers on the go lifestyle, the collection provide foam insoles that are super soft, incredibly lightweight and extraordinarily resilient

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## CASE STUDY

### How LuLu Fashion Week 2019 Helped Up Sales & Footfalls

Prominent brands at LuLu Fashion Week 2019 showcased the latest trends in western wear, casual wear, ethnic wear and active wear along with new and trendy bags and luggage

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## TRENDSPOTTING

### T-shirts: Bringing in Casual Style & Comfort to the Traditional Indian Shirts Market

T-shirts are emerging as a huge category in the casual wear segment in India. The global t-shirt industry has evolved, driving fashion trends in the form of plain t-shirts, personalised t-shirts, graphic t-shirts, vintage t-shirt designs, etc. While the Indian market is yet to reach this level, brands and retailers are working hard to evolve to the next stage the category

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