

## NEWSMAKERS NATIONAL

12. Retail Inflation Inches Up to Reach 7-Month High

## NEWSMAKERS INTERNATIONAL

14. International Retailers Keep Up Profit Blitz on the Back of Excellent Consumer Experience

## RETAIL INNOVATIONS

20. Retail Innovations: Taking Customer Experience One Notch Higher

*Innovations across the industry – product, in-store and technology innovations – are growing in popularity, reshaping the concept of traditional retail, making engagement more experiential, fascinating and personal*



## RETAIL DESIGN

36. Shoppers Stop Redrafts its Visual Story

*Good Visual Merchandising must have that 'wow' element, something that lures customers in-store and helps converts their visit into a sale*

## RETAIL EXCELLENCE

54. Indian Luggage Industry: Packing Innovations to Stay Ahead of the Curve

*The luggage industry has, over the years, shed its traditional utilitarian*



## [COVER STORY] PAGE 40

### Impact of E-Commerce: Why Successful Offline Brands are Jumping on the Online Bandwagon

*The Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass USA to become the second largest e-commerce market in the world by 2034.*

*Technology-enabled innovations like digital payments, hyper-local logistics, analytics-driven customer engagement and digital advertisements will likely support the growth in the sector. An in-depth study of the Indian e-commerce sector*



## COVER STORY | CLICKS AND BRICKS PAGE 48

### Clicks-to-Bricks Brands & Their Store Experience Learnings

*Reaching upon a store strength beyond 20 or so, most digital-first retailers are choosing categories to deliberate upon their store formats*

## COVER STORY | LEGALLY SPEAKING PAGE 52

### E-Commerce: The 'Super' Market

*E-commerce' has been defined to mean buying and selling of goods and services including digital products over digital & electronic network. Primarily, two models of e-commerce are recognised – 'inventory based' and 'market-place'*

*tag and has evolved as a lifestyle product due to increasing travels coupled with rising disposable income and organised retailing*

## RETAIL EXPANSION

58. hummel's Elaborate In-Store Experience Centres Prove India is an Important Market  
*With the launch of five franchise stores, hummel has embarked on a physical retail expansion drive to cater to the Indian Millennial by offering a wide array of its high-performance, stylish and durable range*



## STORE INNOVATION

61. Kompanero: A Journey of Innovation Through the Use of Technology  
65. Leather Talks Introduces LT Smart-Technology to Woo Consumers

## IFF 2019 | CX SESSION

62. Phygital: The New Wave of Transformation in Indian Retail  
*In a customer experience session held at the IFF 2019, retailers explored the reasons behind a reverse entry onto the high street and the role data plays in decision making*  
66. Customer Experience: The Final Retail Bastion  
*In a customer experience held at IFF 2019, experts and retailers explored on the demands of the evolving consumer, especially Millennials*

## TRIBUTE

69. Retail Icon Harish Kumar, CMD, Neeru's Passes Away at 62

## IFF 2019 | CASE STUDIES

70. Most Effective Tech Implementation by Brands & Their Technology Partners  
*A duet presentation by brands along with their technology partners of the most successful execution of retail technology in 2018*