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Skechers Launches GOrun 7, Commits Future to Innovation, Style & Technology

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CENTERSTAGE

Heatwave: Providing Handmade, Bespoke Shoes to the Modern-Day Indian Woman

Hitesh Vaswani brought Heatwave to the Indian market after he observed a gap in the fashionable, yet comfortable, footwear category with best-in-class material, functional superiority and technical innovation which would complement the unique lifestyles of women who multi-task

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HRX by Hrithik Roshan Launches Innerwear With 'Active Technology'

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RESEARCH
Indian Denim Wear Market

With new technologies, trends and higher market reach, the denim sector has promising growth potential. Ashish Dhir, Associate Vice President, Fashion - Textile & Apparel and Saima Nigar, Associate Consultant, Fashion- Textile & Apparel, Technopak, map the status of the denim market in India today

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COVER STORY
The Dynamics of the Indian Denim Market

To complement the busy and aspirational lives they lead, consumers want clothes that work as hard as they do and are durable, comfortable, timeless and eco-friendly. This has led to denims becoming an innate part of the Indian fashion scene. IMAGES BoF speaks to experts about the evolution, changing audience preferences and the dynamics of the Indian denim market

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CATEGORY LEADERS
Premium Indian Brands Lead the Country's Denim Race

Despite the number of brands entering the space, the denim market - especially in India - is very oligopolistic in nature, with just a few category leaders enjoying their premium position

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MEN'S DENIM MARKET
The Changing Preferences of Men's Denim in India

Over the last 150 years, denim's evolution trajectory has been acutely ephemeral, yet what has stood the test of time is its growing popularity and consequently, the burgeoning market share across the globe. IMAGES Business of Fashion takes a look at the changing dynamics as well as the current trends in the men's denim segment in India

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MARKET ANALYSIS
Women's Denim Segment: Market Trends, Growth Drivers & Innovations

Denim is among the fastest growing categories in women's casual apparel segment in India. It is versatile, fashionable and comfortable, with vast choices available in fabrics, finishes, looks, fits, colours and functionality. IMAGES Business of Fashion talks to renowned denim wear brands in the country who share their observations on the women's denim wear market

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