

# Contents



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## FASHION BUSINESS

### BRAND LAUNCH

#### Bestseller Launches Affordable Millennial Brand, Produkt, in India

The brand, which includes three main ranges—Pro-Night, Urban-Pro & Pro-Leisure—will be entering the Indian market with an Autumn Winter collection in the West and South regions

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### RETAIL INNOVATION

#### A Cut Above the Rest: Liva Leads with Innovation, Sustainability

Despite the growth in the world of fashion retail, the industry, unfortunately, is still marked by its unsustainability. While many retailers are trying to go eco-friendly, there is one brand which has actively put the environment first - Liva

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### WHAT'S HOT

#### UNIQLO to Enter India in October 2018 with 3 Stores in Delhi

The first UNIQLO store at Ambience Mall, Vasant Kunj, measures close to 35,000 sq.ft. in total sales area on three levels and will feature prominent store-front branding through UNIQLO's unique red colour

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### NEW STORES

#### Hidesign Opens First Atelier Store in Hyderabad

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#### P N Rao Strengths Southern Footprint with First Hyderabad Store

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#### W & Aurelia

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#### Spykar

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### EVENT

#### ICC Conference Themed Around Sustainability, Revival of Forgotten Fabrics

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### GARMENT FAIR

#### WBGMDA Organises 48th Garment Buyers & Sellers Meet in Kolkata

The popularity and reputation of the meet organised by the association has been increasing year-on-year due to its unique programme and vast arrangements

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### GREEN FASHION

#### ABFRL Collaborates with CAIF as Part of Sustainability Strategy

In 2013, ABFRL began its sustainability journey titled 'ReEarth', a unique sustainability program, which addresses the most significant economic, environmental and social impact that humanity faces and the progress ABFRL has made so far in its sustainability journey

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## FASHION RETAIL

### RESEARCH

#### Market Study: Indian Formal Wear Market

Experts Ashish Dhir, AVP, Fashion - Textile & Apparel, and Saima Nigar, Associate Consultant, Fashion - Textile & Apparel from Technopak detail how increasing fashion awareness, product innovation and promotion by brands and retailers, among others, are driving the formal wear market in India

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## FORMAL WEAR STUDY

### COVER STORY

#### The State of the Formal Wear Retail Segment in India

The formal wear category in India has witnessed a remarkable change in the last few years from limited options to a wide range of different cuts, colours and designs

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## FORMAL WEAR STUDY

### MARKET ANALYSIS

#### Formal Shirts Market Analysis: Current Trends & Future Mapping

Factors such as the e-commerce boom, population growth, increase in disposable income of middle-class consumers and surge in fashion consciousness among end users is generating a positive impact on the growth of the formal shirts segment in India

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### SEGMENT STUDY

#### Dynamics of the Trousers Segment in India

The old school, custom-stitched for fit and price mentality pertaining to trousers is finally witnessing a revolution in India as younger consumers exhibit an increasing inclination towards trendy ready-to-wear bottom wear

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### THE BESPOKE SECTOR

#### Made-to-Measure: A Fitting Style Upgrade for India's Formal Wear Segment

Although the Indian formal wear industry is dominated by the ready to wear segment, a trend of opting for customised, made-to-measure fits has been registered in the last few years mostly among the young, style conscious, financially stable men of today

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### CATEGORY WATCH

#### Men's Suits Segments Witnesses Sharp Growth Curve

All it takes is just one look at today's urbane and dapper men to realise that formal suits are his best personal style. Lately, a profusion of socio-economic factors has culminated in the proliferation of this savvy consumer base which exhibits a conscious inclination towards unique styles. A look at market growth drivers

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### PROFILE

#### Shree: The Indian Avatar

The brand is targeted at fashion-conscious women who straddle both work and home with panache, confidence and grace

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### MARKET DYNAMICS

#### The Changing Definition of Women's Formal Wear in India

The phenomenal growth in this segment has attracted not only some of the biggest lifestyle and fashion brands but has also inspired a few startups. Young brands outline changing trends and consumer demands

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### E-COMMERCE

#### Women's Online Formal Wear Market Yet to Take Off

The online story in India hasn't left any category untouched, then be it apparel or education. However, one category which has a lot of catching up to do online is formal wear. Here is a look at the e-retail dynamics of the segment

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### FASHION RENTAL

#### Pre-Worn & Pre-Loved: Future of the Fashion Retail Industry

For people who don't want to purchase an expensive dress for a one-time event, fashion rental is the way to go. In India, renting has emerged on to the fashion retail scene but is yet to gain a strong foothold. A look at this emerging trend

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### CATEGORY WATCH

#### Brands Keep Formal Ethnic Wear Relevant in India

People have adopted western wear by default- either because of its easy availability or owing to the aspiration value it holds for most in non-western countries. In times like these, it is interesting to know where Indian wear stands and what the action plan is in place by brands in this category to keep Indian wear relevant

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## FASHION CREATION

### COLLECTION LAUNCH

#### Clovia Launches Quirky Powerpuff Girls Collection

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#### Da Milano Launches Vintage Collection to Celebrate 30 years

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#### Numero Uno's New Collection Promises Easier Movement, Weight Balance

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#### Swing & Sling with Pantaloon's Spider-Man Collection

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#### Reforce Introduces Athleisure Shoes with Anti-Skid Technology

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