

B 29-46
 FASHION BUSINESS

NEW STORES

Dapper Multi-Designer Menswear Store, Opens Doors in Kolkata

Pg No. 30

Raisin Contemporary Fashion Label Enters Large Format Stores With Central Across India

Pg No. 32

Salt Attire Opens First Offline Experience Store in Gurugram

Pg No. 33

BRAND WATCH

ADITYA BIRLA FASHION ACQUIRES 51% STAKE IN FINESSE INTERNATIONAL DESIGN

The strategic joint venture of this sort is perhaps the first-of-its-kind where fashion meets business and one that will redefine the Indian fashion landscape

Pg No. 34

CUSTOMISED APPAREL BRAND ALMA MATER STORE RAISES US\$ 200,000 FROM WAZIR ADVISORS' HARMINDER SAHNI

Pg No. 36

BRAND WATCH

BATA INDIA LOOKING AT OPENING 500 FRANCHISE STORES

Pg No. 37

BRAND WATCH

MAFATLAL INDUSTRIES LTD LAUNCHES 'MOHINEE' RANGE FOR WOMEN

Pg No. 38

MAX FASHION LAUNCHES ITS BRAND STORE ON AMAZON

Pg No. 40

PURPLE STYLE LABS ACQUIRES PERNIA'S POP UP SHOP

Pg No. 41

XIAOMI VENTURES INTO LIFESTYLE PRODUCTS

Pg No. 42

E-COMMERCE

CLUB FACTORY AIMS AT 10,000 LOCAL SELLERS ON BOARD THIS YEAR

Pg No. 44

DESIGN COLLABORATION

PUMA ANNOUNCES SNEAKER DESIGN COLLABORATION WITH MASABA GUPTA

One of the most iconic sneakers from Puma, Cali, has become a must-have in every girl's wardrobe. This sneaker enables you to not just command the streets and the runway, but also showcase your individuality

Pg No. 45

EVENTS | RETAIL MARKETING

KOLKATA FASHION EXPO 2019

The two-day fashion event was organised by Kashish International and supported by Liva

Pg No. 46

B 47-98
 FASHION RETAIL



COVER STORY

FROM THE ARENA TO EVERYDAY WARDROBES: THE RISING POPULARITY OF SPORTSWEAR

As the newfound penchant for fitness sweeps the nation, individuals across the country are opting for a single, day-to-night, work-to-play wardrobe. We take a look at the market dynamics and how Indian players are gearing up for the sportswear boom

Pg No. 48-55

BRAND PROFILES

PROVIDING 'POSITIVE ENERGY' FOR KIDS

Pg No. 56

RETAIL TECHNOLOGY

DECATHLON INTRODUCES SELF-CHECKOUT TECHNOLOGY IN NEW NOIDA STORE

Pg No. 66-68

BRAND WATCH
SEVEN BY M S DHONI
CONSOLIDATES ITS
PRESENCE AS INDIA'S FIRST
HOME-GROWN GLOBAL
SPORTSWEAR BRAND

Pg No. 68

INDUSTRY TALK
DECODING THE ATHLEISURE
REVOLUTION IN
INDIA

Athleisure is not just a trend but has become a way of life and it is here to stay! With the 'Gym Look' becoming the next big thing, we take a look at the dynamics of the industry in India

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PRODUCT
INNOVATION
SUPERSOX TAPS FITNESS
ENTHUSIASTS WITH
PERFORMANCE WEAR SOCKS,
SUPERGEAR SOCKS

Supergear Socks have been introduced to bridge the gap in the market for performance socks. The target audience is men, women and kids who engage in workout activities and sessions and have specific apparel accessory requirements for enhanced performance

Pg No. 82-83



ATHLETIC FOOTWEAR
MARKET
INNOVATION, TECHNOLOGY
HELP INDIAN SPORTS
FOOTWEAR MARKET STEP
INTO THE FUTURE

Comprising of a few key players, the oligopolistic athletic footwear market is adopting various strategies to keep consumers engaged like establishing an iconic brand presence through the creation large and luxurious retail spaces, which house innovations galore

Pg No. 84-90

EMERGING CATEGORY
THE YOGA WEAR INDUSTRY:
FASHION RETAIL FOR THE SOUL

Yoga apparel manufacturers are constantly evolving to achieve better customer satisfaction using technology and innovation to enhance their products. Their efforts are bearing fruit, something which is indicative in the fact that the global yoga clothing market is expected to reach a market value of US \$47.9 billion by 2025

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IFF_2019 | NIFT FINALE
SESSION
FASHION INNOVATIONS
ACROSS THE GLOBE

Pg No. 96-98



FASHION CREATION

COLLECTION LAUNCH
BUGATTI UNCOPY: A
COLLECTION OF INNOVATIONS
& STYLES

Alongside leather and suede, the brand is using more experimental materials with innovatively engineered knits that makes the shoes distinctively light, for an active lifestyle

Pg No. 102-103

HIDESIGN'S WILD WEST
COLLECTION INSPIRED BY
LEGENDS OF FREEDOM,
ADVENTURE

The collection is inspired by canyons that spread out as far as the eye goes, sand dunes that extend beyond the horizon and cowgirls and cowboys that once owned the Wild West

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PRODUCT EXTENSION
POPKO EXPANDS FASHION
LINE, LAUNCHES T-SHIRT
COLLECTION

Pg No. 107

KILLER JEANS LAUNCHES
SPRING SUMMER'20
COLLECTION AT MEGA EVENT

Pg No. 108-109

UNIQLO UNVEILS SPECIAL
'KURTA COLLECTION' FOR
INDIA

Pg No. 110-111

NEW CAMPAIGN
RALPH LAUREN DEBUTS
'WEAR YOUR STORY' DENIM
CAMPAIGN

The collection features new washes, treatments along with responsibly sourced cotton in numerous styles

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