

**B** 25-38  
**FASHION BUSINESS**

EXCLUSIVE

**Citykart: Taking Big Fashion Trends to Small Towns**

Launched in 2016, Citykart has been focusing on making fashion affordable and accessible to small town Indians. The retailer displayed an exponential growth and has opened 48 stores in 41 cities in the last four years. Sudhanshu Agarwal, Founder and CEO, Citykart shares the journey and his opinions on the Indian fashion retail segment with IMAGES Fashion Bureau

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CATEGORY SCAN

**PEPE JEANS FORAYS INTO EMERGING INNERWEAR CATEGORY WITH INNERFASHION**

Suresh Nambiar, Chief Executive Officer, Pepe Jeans Innerfashion talks to IMAGES Business of Fashion and share the brand's plans to expand its innerwear category to North India. He also talks about the brand's marketing and promotion strategies in the region

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NEW STORES

**MUSTARD FASHION TO RAMP UP ITS PRESENCE IN NORTH INDIA**

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BRAND LAUNCH

**THAILAND'S RENOWNED JASPAL GROUP ENTERS INDIA WITH ACCESSORIES BRAND LYN**

With their first store in India at Select CityWalk Mall New Delhi, Lyn Fall-Winter 2019 invites customers to the season where all individuality and uniqueness are fully expressed and celebrated

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AWARDS

**DUKE FASHIONS' CHAIRMAN FELICITATED FOR OUTSTANDING CONTRIBUTION TO TEXTILE & HOSIERY INDUSTRY OF INDIA**

Komal Kumar Jain, Chairman, Duke Fashions (India) Ltd., was honoured with a memento and a coffee table book by the Hon'ble Chief Minister of Himachal Pradesh, Jairam Thakur

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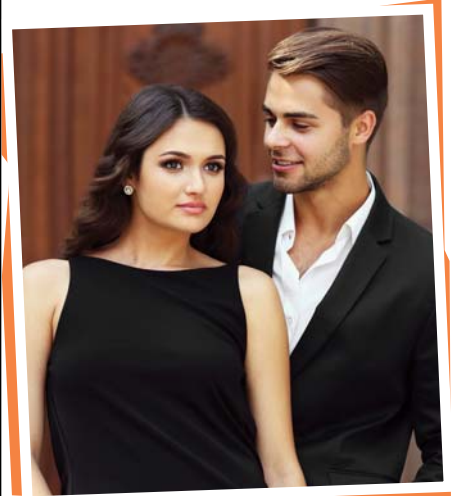
EVENTS

**BANGLA READYMADE GARMENTS MANUFACTURERS & TRADERS WELFARE ASSOCIATION: KOLKATA GARMENT EXPO 2019**

Bangla Readymade Garments Manufacturers & Traders Welfare Association (BRGMTWA) organised it's third Kolkata Garment Expo 2019 at the New Town Eco Park

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**FASHION RETAIL**



RESEARCH

**INDIAN WESTERN WEAR MARKET**

Ashish Dhir, Associate Vice President and Shivanshi Bhatia, Associate Consultant, Technopak, map the western wear market in India

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COVER STORY

**WESTERN WEAR MARKET MAKES UP INDIA'S NEW SOCIAL FABRIC**

Today's well informed, well-traveled consumers - greatly influenced by social media platforms which provide ample knowledge of emerging new fashion trends thus increasing awareness - are willing to experiment with new styles, fabrics and products, thereby leading to a growth in western wear. Aside from this, e-retail has greatly propelled the growth of this category, bringing products to consumers in far-flung areas of the country, where brick-and-mortar stores can't reach. IMAGES Fashion Bureau brings an in-depth analysis

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### CENTERSTAGE

#### **MEN'S WESTERN WEAR MARKET EVOLVING RAPIDLY IN INDIA**

*The men's western wear segment is one of the largest segments in the Indian fashion retail industry. We take a look at the rapidly changing dynamics of the segment*

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### MARKET WATCH

#### **DENIM: AT THE FOREFRONT OF THE WESTERN WEAR REVOLUTION IN INDIA**

*A look at the dynamics of the largest contributor of western wear in India - denim. Aside from bringing western wear into the mainstream, denim in India played the role of radically changing urban lifestyle*

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### EMERGING CATEGORY

#### **WHAT WOMEN WANT: WESTERN WEAR THAT'S TRENDY, YET COMFORTABLE**

*India is currently witnessing a tremendous increase in the demand for smart western clothing for women. The market has observed the entry of multiple players in the last decade, propelled by demand-side drivers of several shifts in consumer behaviour and an increase in the number of working women*

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### IN FOCUS

#### **GAINING TRACTION: WOMEN'S WESTERN WEAR IN INDIA**

*Sharad Walia, Brand Director, Park Avenue reveals how the western wear segment is getting traction and wider acceptance owing to an increase in disposable incomes, and more women joining the workforce*

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### WHAT'S HOT

#### **STREETWEAR, DON'T CARE: NEW GENRE GOES FROM FASHION FAD TO TIMELESS TREND**

*With consumers demanding different styles, easy to sport yet fashionable apparel, the answer was simple - Streetwear. Streetwear is all about attitude and comfort. This genre of fashion is a mindset, rather than just a trend, a cultural shift leaning towards art and music. IMAGES Fashion Bureau explores this new clothing trend*

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### FASHION GENRE

#### **STREETWEAR POISED TO EXPLODE ON THE BACK OF EXCELLENT PRODUCTS, COMMITTED HYPEBEASTS**

*Capsul's model of retailing is online, via direct messaging and through pop-up stores. The brand does not display products at its pop-up stores, but instead creates an IP called 'Word on the Street', a platform for India's street culture community*

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### ACCESSORIES MARKET

#### **RETAIL'S TWINS: FASHION ACCESSORIES & WESTERN WEAR ARE INSEPARABLE**

*Just as western wear has shown a strong influence in the growth of fashion accessories in India, vice versa holds true as well, where accessories are now prompting women to experiment with their western wear*

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### EXPERT SPEAK

#### **PERFORMANCE FABRICS ADDING VALUE TO INNOVATION & FUNCTIONALITY**

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## FASHION CREATION

### COLLECTION LAUNCH

#### **ADIDAS INSPIRES SELF-EXPRESSION THROUGH STORIES OF THEIR WOMEN ATHLETES**

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#### **CLARKS UNVEILS NEW GLOBAL CAMPAIGN FOCUSED ON COMFORT**

*Clarks has introduced a new Autumn-Winter 2019 brand campaign with actors Alexander Skarsgård and Freida Pinto starring as the faces of the campaign*

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### PRODUCT INNOVATION

#### **EASIES BY KILLER LAUNCHES, WATER & STAIN REPELLANT COLLECTION**

*Easies by Killer launches water repellent and stain resistant clothing range, a first from a mainstream denim brand to come out with such an innovative range of clothes*

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#### **NUMERO UNO'S JOGG DENIMS UNIQUE FABRIC WITH A MIX OF KNIT & DENIM**

*These are specially designed and curated keeping in mind the active lifestyle of the millennial so that they can cruise through different phases of life - work, travel, play, fitness and fun*

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### COLLECTION LAUNCH

#### **NIKHIL THAMPI X INDYA COLLECTION: DEMOCRATISING DESIGNER FASHION FOR THE INDIAN WOMAN**

*The collection is a stunning amalgamation of Indya's grandeur and elegance, and Nikhil Thampi's new-age design aesthetic*

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