



FASHION BUSINESS

WHAT'S HOT

Decoding Uniqlo's Strategy for the Indian Market

The brand aims to enhance lifestyles in India by offering more innovative apparel that draws on the nation's distinct culture and traditions, and by contributing to India's economic development in the process

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SPECIALTY FIBRE

MODAL & OTHER CELLULOSIC (SPECIALTY) FIBRES - OPPORTUNITIES IN END CONSUMER APPLICATIONS WITH TOP GLOBAL BRANDS & RETAILERS

Based on the superior properties, viscose along with other cellulosic (specialty) fibres are expected to emerge as the preferred fibre choices for different end consumer applications including apparels and home textiles

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NEW STORES

Asics Redefines Retail Experience with New Concept Store in Goa

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NEW STORES

Rupa & Company Launches 3 Flagship Stores in West Bengal

With its wide range of outerwear and innerwear collections, Rupa Comfort stores aim at giving complete dressing solutions to men, women and kids of every age group

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STORE LAUNCH

SUCCESS LAUNCHES NEW STORE IN BHUBANESWAR'S UTKAL KANIKA GALLERIA MALL

Success was started in 1996 as a trouser manufacturing company. It has everything possible needed to complete a man's wardrobe - suits, blazers, jackets, waist coats, shirts, trousers, denims and accessories

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RETAIL LEADER

'FASHION IS AMONG THE TOP THREE CATEGORIES FOR AMAZON'

The e-commerce giant has about 86,000 sellers who list close to 8.7 million different fashion styles across categories. In the past one year, Amazon has added 22,000 new sellers listing 2 million new products

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Ethnic Wear Study



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IN CONVERSATION BRAND ETHNICITY: A UNIQUE BLEND OF VINTAGE & NEW AGE

In a tête-à-tête with Ameet Panchal, Director, Ethnicity, IMAGES Fashion Bureau discovers all about the evolution of the ethnic wear market in India and the unexplored opportunities in the segment

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RESEARCH

ETHNIC WEAR IN INDIA

Ashish Dhir, Associate Vice President and Shivanshi Bhatia, Associate Consultant, Technopak, map the ethnic wear market and outline the growth drivers

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FASHION RETAIL

RETAIL REVOLUTION

Innovation & Creativity Will Drive Men's Ethnic Wear Market

The men's ethnic wear market is an emerging segment. With the early entry of big branded players like Raymond, the segment is gaining major proportions. IMAGES Fashion Bureau talks to renowned brands to understand the dynamics of men's ethnic wear in India

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MARKET DYNAMICS THE CHANGING PARADIGM OF WOMEN'S ETHNIC WEAR IN INDIA

A look at how the market dynamics as well as the new consumer's consumption pattern are transforming the potential of the burgeoning ethnic wear market in India

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SUCCESS STORY BRINGING TRENDY ETHNIC FASHION TO EVOLVING CONSUMERS

From being a pure ethnic player in the initial days, Soch has transformed into a stylish brand that retails trendy Indian fashion across categories at delightful prices. Backed by the rise in disposable income among consumers, the influence of social media in making buying decisions as well as easy accessibility through e-commerce, the brand is witnessing an influx of consumers who choose to showcase their individual style with ethnic wear

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IN CONVERSATION MANYAVAR'S RAVI MODI ON THE INDIAN WEDDING TROUSSEAU INDUSTRY

The high growth wedding apparel industry is running on an aspirational engine that shows no signs of revving down or being affected by any market force. With an estimated 10 million weddings taking place each year in India, the industry is pretty much recession-proof

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CATEGORY GROWTH THE 'DAPPER MAN' LEADS TO RISE OF THE OCCASION WEAR MARKET IN INDIA

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EVOLUTION WOMEN IN SAREES: CHANGING CONNOTATIONS FROM THE 20TH TO THE 21ST CENTURY

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SPOTLIGHT ETHNIC WEAR WEDDING TROUSSEAU BRAND SASYA FOCUSES ON PERSONALISATION OVER EXTRAVAGANZA

Offering services in ethnic wear, wedding clothes, bespoke tailoring and prêt couture, Sasya is a one-stop-destination for occasion wear. The multi-designer label store not only offers unique collections but displays exquisitely rare designer collections for men and women

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EMERGING SEGMENT WOMEN'S FUSION WEAR: AN AMALGAMATION OF STYLE & COMFORT

The women's fusion wear segment is an emerging market in India, the style evolving into a preferred choice of clothing for various occasions and festivities owing to advantages of abundant style and uncomplicated comfort. Unlike ethnic wear that sells maximum during festive and wedding season, the women's fusion wear segment remains in demand throughout the year, due to being more functional in nature

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FOCUS SEGMENT THE SAREE AFFAIR: INDIA'S RELATIONSHIP WITH THE WHOLE NINE YARDS

From fashion runaways, Bollywood, to every gali nakkad; from Millennials to their traditionalist grandmothers, the saree is ubiquitous in India's wardrobes. A look at how the elegant saree still dominates the ethnic wear segment in India

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COLLECTION LAUNCH

KOMPANERO LAUNCHES NEW AUTUMN-WINTER COLLECTION 2019

Its new and exciting range flaunts clutches, wallets, handbags, messenger bags, sling bags and cross-body bags in the brand's signature chic yet vintage and weathered look

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DUKE LAUNCHES NEW AW-19 COLLECTION

Exquisitely crafted collection strikes a fine balance between eye-catching style and immense comfort

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WINGS4FASHION: CELEBRITY DESIGNERS POONAM BHAGAT & PREMAL BADIANI SHOWCASE COLLECTION AT LONDON

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LAKMÉ FASHION WEEK AUTUMN-WINTER 2019:

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Cover pic courtesy: Ethnicity