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IMPACT ON BUSINESSES

COVER STORY

COVID 19: THE IMPACT OF THE CORONAVIRUS PANDEMIC ON GLOBAL FASHION RETAIL

The coronavirus pandemic has had severe repercussions on the global economy with experts even touting it as the most severe economic contraction since World War II. The fashion retail industry in particular is set to witness pronounced effects of this calamity due to the discretionary nature of the industry...

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RETAILING AMID CRISIS CMAI PRESIDENT RAKESH BIYANI APPEALS FOR GOVERNMENT AID TO KEEP MSMEs AFLOAT

Small enterprises and brands are finding it tough to adhere to PM Modi's directive to be considerate of employees during the lockdown period, especially since a lot of them are unsure of their own survival...

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FOCUS FEATURE IMPACT OF THE CORONAVIRUS PANDEMIC ON THE INDIAN APPAREL & TEXTILE SECTOR

Manufacturing is at a halt, brand stores are temporarily closed, retail jobs are in jeopardy and consumer confidence is shaking. The Indian apparel and textile sector is reeling under the impact of the novel coronavirus...

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RETAIL REVOLUTION FASHION RETAIL SHIFTING ONLINE AMID COVID-19 BLACK SWAN EVENT

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HOSIERY INDUSTRY HOSIERY SECTOR REQUIRES CONCERTED EFFORT TO ENSURE SURVIVAL & SUSTAINABILITY: FOHMA

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POST LOCKDOWN CHALLENGE FASHION RETAILERS HOPEFUL OF STRUCTURED END TO LOCKDOWN 2.0, GOVERNMENT AID

With major Indian cities being designated coronavirus 'red zones' by the Government, the impact of Covid-19 on retailers is far from easing out. Although fashion retailers are not too hopeful that businesses will reopen in the first week of May, they are anticipating a structured roll-out...

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LUXURY RETAIL COVID-19 LOCKDOWN WILL OPEN NEW MARKETS FOR LUXURY INDUSTRY

Smita Jain, Director - MGLUXM, S P Jain School of Global Management talks to IMAGES Business of Fashion on the impact of COVID-19 on industry, daily life as well as on consumer spending on luxurious goods...

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COVID 19 REACTIONS

BEYOND THE PANDEMIC HOW BLACKBERRYS IS USING THE LOCKDOWN AS AN OPPORTUNITY TO REINVENT ITSELF

The lockdown and retrenchment have spelt disaster for businesses across the country, bringing them to a standstill. While the extent of the lockdown is still uncertain, retail entities can use this time to their advantage, as Nitin Mohan, Founder & Director, Blackberrys explains...

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COVID-19 HOW FASHION RETAILERS CAN RESPOND TO THE LOCKDOWN

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EXPERT OPINION HOW RETAIL INDUSTRY IS PREPARING TO RESUME OPERATIONS AFTER LOCKDOWN

Post COVID-19 it will be all about the consumer and what s/he wants. Retailers will need to understand that convenience is the new normal and will have to invest in it...

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EXPERT OPINION CAN INDIA'S RETAIL INDUSTRY SURVIVE THE COVID-19 LOCKDOWN

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EXPERT OPINION COVID-19 VS. INDIAN RETAIL

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OVERCOMING THE IMPACT

RETAIL SENTIMENT HOW COVID-19 IS INFLUENCING CONSUMER BEHAVIOUR

As the novel coronavirus' effect on the global economy continues to escalate, it's growing toll on income and spending intent are changing dramatically, which in turn is ushering in a paradigm shift in retail sentiment and behaviour...

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POST COVID STRATEGY 5 WAYS FASHION BRANDS CAN UTILIZE THE LOCKDOWN TO RAMP UP BUSINESS POST THE COVID-19 PANDEMIC

Fashion brands and retailers across the world are struggling to mitigate disruptions and cope up with revenue reductions due to COVID-19. Here are a few basic steps that can help you prepare your brand/business to get ahead in times of uncertainty...

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