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FASHION BUSINESS

BRAND FOCUS

BATA INDIA IMPLEMENTS REOPENING STRATEGY AS GOVERNMENT EASE LOCKDOWN RESTRICTIONS

In a webinar organised by Retailers Association of India, Sandeep Kataria, CEO, Bata India shares his company's approach while reopening temporarily closed stores...

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POST COVID TECH TRENDS THE TRIAL ROOM DEBATE FINDING A PLAUSIBLE SOLUTION

Trial rooms are a huge advantage that the brick-and-mortar stores have over e-commerce, and nothing can replace the in-person experience of trying on an item in the changing room, but are they safe in the midst of a pandemic?

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REVIVING RETAIL NUMERO UNO ADOPTS TECHNOLOGY TO GO CONTACTLESS, ENGAGE CONSUMERS

IMAGES Business of Fashion spoke to Santosh Srivastava, Marketing Manager, Numero Uno to understand the brand's reopening strategy, how it is going contactless and training and educating its workforce...

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POST LOCKDOWN: FASHION RETAIL STRATEGIES



COVER STORY

BACK TO BUSINESS: FASHION RETAILERS FOCUS ON SHOP BY APPOINTMENT, ENGAGING CONSUMERS ONLINE

As the lockdown is being lifted in a phased manner across all the marketplaces in the country, fashion brands are coming out of their funk. IMAGES Business of Fashion focuses on how brands and fashion businesses are adapting to the changing needs amid the 'new normal' and are working to 'co-exist' with COVID-19...

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TECHNOLOGIES ENABLING CONTACTLESS IN-STORE EXPERIENCES TO GAIN PROMINENCE: TUSHAR VED, PRESIDENT, MAJOR BRANDS

In a webinar organised by the Retailers Association of India (RAI), Tushar Ved, President, Major Brands highlights how these technologies can increase convenience for shoppers and mitigate the risk of physical contact...

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BRAND SPEAK MARKETING STRATEGIES WILL BE SOCIALLY ORIENTED, DIGITALLY FOCUSED IN COVID TIMES: CEO PEPE JEANS

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RETAIL REVIVAL THE FUTURE IS COLLABORATION, NOT COMPETITION: LALIT AGGARWAL, CMD, V-MART RETAIL

As retail businesses continue to work through the current situation and plan the future, it is clear that the change required is significant - as is the potential opportunity across segments. Collaboration will play a stronger role than ever before - enabling businesses recovery and helping everyone achieve more...

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REIMAGINING RETAIL FABLESTREET IS PLANNING FOR THE 'NEW NORMAL', SAYS FOUNDER & CEO AYUSHI GUDWANI

Founder, Ayushi Gudwani talks to IMAGES Business of Fashion to share how technology will play an important role given limited human interaction due to social distancing, at least initially post-lockdown, if not permanently.

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FASHION CREATION

POST COVID TECH TRENDS 5 TECHNOLOGIES TRANSFORMING THE FASHION RETAIL SECTOR

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E-COMMERCE FASHION BRANDS TOP 5 MOST INNOVATIVE E-COMMERCE FASHION BRANDS OF 2020

E-commerce is an innovative, dynamic, and fiercely competitive industry whose sole essence of metamorphosis has been sustained innovation. Disruptions are quotidian episodes of this industry, and only the technically proficient and innovative succeed and survive the cutthroat competition...

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