



**NEW LAUNCH**  
**STAY PROTECTED IN STYLE**  
**– SIYARAM’S INTRODUCES**  
**ANTI-CORONA FABRIC**

India’s leading fabric and garment manufacturer, Siyaram’s has partnered with HealthGuard Australia, a pioneer in protective fabrics worldwide, to present an Anti-Corona fabric...

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**NEW LAUNCH**  
**ROYAL ENFIELD LAUNCHES**  
**WOMEN’S APPAREL,**  
**PREDICTS EXCITING,**  
**IMPACTFUL YEAR AHEAD**

Aimed at enhancing the motorcycling experience for women riders, Royal Enfield’s latest collection is a tribute to those resilient spirits, a celebration of those adventurous souls who have been defying conventions, creating their own paths with their deeds, making the world a more equal place...

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**BRAND LAUNCH**  
**D2C INNERWEAR BRAND ALMO**  
**LAUNCHED IN INDIA**

Bringing Italian style and minimalism to the Indian market, Almo Wear puts together timeless designs and innovative fabric...

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COVER STORY

**UNLOCK 2.0**  
**RETAIL CHALLENGES &**  
**SOLUTIONS IN CORONA TIMES**

COVID-19 has changed the world like never before. From the way we live and work to the ways of conducting business - everything has almost changed overnight. It is extremely precarious times for individuals and businesses alike, and behests adequate knowhow, continued resilience, and quick adaptability...

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REIMAGINING RETAIL  
**LIVA RELEASES CONSUMER**  
**STUDY ON FASHION INDUSTRY**

Consumer study conducted by Liva reveals that consumer psyche has altered permanently and will witness a paradigm shift post-COVID...

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E-COMMERCE  
**AYESHA ACCESSORIES**  
**PROJECT PROJECTS 300-**  
**400% INCREASE IN SALES**  
**THROUGH E-COMMERCE**

Jacqueline Kapur, Co-Founder and President, Ayesha Accessories talks how the brand is preparing to attend to customers post the lockdown...

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FASHION INTELLIGENCE MEET  
**NEW OPPORTUNITIES FOR**  
**REFORMATION OF LUXURY**  
**SEGMENT**

A virtual India Fashion Forum panel discussion, powered by Istituto Marangoni, deliberated over reformation of the luxury industry post the ongoing COVID-19 pandemic...

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### FASHION CREATION

REPORT

**TEXTILES GROWTH HINGES**  
**UPON REOPENING OF RETAIL**  
**SPACE**

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EXPERT REVIEW

**WOOLMARK - THE**  
**AUSTRALIAN WOOL INDUSTRY**  
**DURING COVID-19**

Stuart McCullough, Managing Director, The Woolmark Company, breaks down the ways the Australian wool industry is being affected by the COVID pandemic and how The Woolmark Company is providing support to the industry during this unprecedented time...

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