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BUSINESS & INNOVATION

COLLECTION LAUNCH METRO SHOES LAUNCHES THE SANITEASY COLLECTION

Metro Shoes introduced its new Saniteasy footwear collection which is easy to sanitize and high on the fashion quotient.

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COLLABORATION ADIDAS AND MCDONALD'S LAUNCH THE 'SAUCE PACK' COLLECTION IN INDIA

adidas and McDonald's have added some exciting flavour to the basketball game by introducing the "Sauce Pack" collection in India.

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COLLECTION LAUNCH REEBOK INTRODUCES THE CLASSIC LEATHER LEGACY

Reebok India is all set to release the Classic Leather Legacy, an easy-to-wear retro-running inspired lifestyle silhouette.

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NEW LAUNCH APRON PROJECT 2020: INDILUXE ON TATA CLIQ LUXURY. COM LAUNCHES GOURMET CATEGORY

IndiLuxe announced the launch of its gourmet food category in collaboration with 10 of India's most celebrated designers.

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E-COMMERCE SURGE



COVER STORY E-COMMERCE CONTINUES TO SURGE AS THE PANDEMIC PUSHES ON

A look at how Indian fashion brands and retailers are capitalizing on this opportunity.

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FAST FASHION COVID-19: HOW E-TAILERS ARE ADAPTING TO CHANGING CONSUMER BEHAVIOR

With most consumers switching to working from home, there has been a shift in consumer focus from fast fashion and occasion wear to comfortable, easy and value-for-money clothing that let them relax while WFH.

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INNOVATION & TECHNOLOGY RETAIL SECTOR RESPONDS TO COVID-19 WITH INNOVATIVE FASHION

Aside from innovative ways of practicing social distancing and contactless shopping the fashion retail industry has gone so far as to create anti-viral fabric.

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FASHION CREATION

VIRTUAL ROUNDTABLE DIGITAL CUSTOMER EXPERIENCE FOR FUTURE-FIT FASHION RETAIL

Highlights of the India Fashion Forum virtual round table 'Digital Customer Experience For Future-Fit Fashion Retail' powered by Istituto Marangoni.

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TREND FORECASTING INTERTEK MAISON'S THE FUTURE OF FASHION - POST PANDEMIC FASHION TRENDS

Leading figures from the world of fashion have predicted that brands emerging from the Covid-19 situation will find inspiring new ways to approach seasonal collections, with more focus on capsule collections and in-season retail, as well as ever-greater collaboration and alliances amongst brands.

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SUSTAINABILITY THE NEXT BIG QUESTION: TO BE OR NOT TO BE SUSTAINABLE

Sustainability, at the core of their business models, will help fashion brands and retailers rebuild resilient and sustainable businesses post COVID-19.

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