



NEW LAUNCH
HUNTSMAN TEXTILE
EFFECTS INTRODUCES
HIGH IQ® LASTING BLACK
ECO PROGRAM

Eco-friendly dyeing solution for sustainable black shades that retain their intense color for the lifetime of the garment.

Pg No. 8

COLLABORATION
LEVI'S® AND ROYAL
ENFIELD RIDE ALONG FOR A
CAPSULE COLLECTION

Two iconic brands Levi's® and Royal Enfield, join hands to bring you a capsule collection that combines style, form, and function.

Pg No. 9

DEMAND REVIVAL
CENTRAL & BRAND
FACTORY POST STRONG
REBOUND

Future Lifestyle Fashion Limited is gearing up to bring back business 'back to normal' by the end of the upcoming festive season.

Pg No. 10

NEW LAUNCH
DOLLAR INDUSTRIES
LIMITED INTRODUCES ANTI
- VIRAL PRODUCTS

Dollar Industries Limited has joined hands with Australia based HealthGuard and curated a new range of anti-viral products.

Pg No. 11



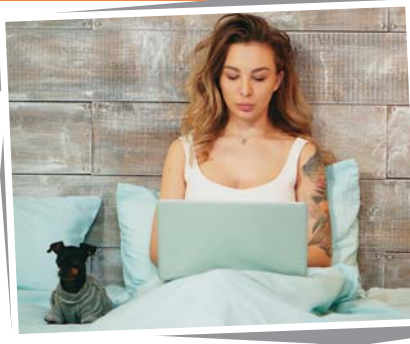
COLLABORATION
EASYBUY NOW ON
AMAZON FASHION INDIA

Customers can now shop for India's leading value fashion brand - Easybuy on Amazon Fashion.

Pg No. 12



Loungewear & Athleisure:
Home Office Trends



COVER STORY
LOUNGEWEAR: DEMAND
FOR COMFORT RISES AMID
UNCOMFORTABLE TIMES

In the new normal, suits and dresses are taking a back seat and loungewear has graduated into a daily necessity.

Pg No. 14-19

COVER STORY
ATHEISURE SALES SOAR AS
WORKWEAR BECOMES MORE
COMFORT ORIENTED

The COVID-19 pandemic has propelled the demand for thleisure throughout the globe. We take a loot at the dynamics and the opportunities in the Indian market.

Pg No. 20-23

E-COMMERCE TRENDS
UPCOMING E-COMMERCE
TRENDS IN THE POST-COVID
ERA AS BRANDS CONTINUE
TO SEE A SURGE IN PRODUCT
DEMAND

Surbhi Bhatia- Founder, The Mom's Store, outlines the trends that could be expected in e-commerce in the time to come.

Pg No. 24-25

CATEGORY LAUNCH
LINGERIE BRANDS BRANCH
OUT INTO LOUNGEWEAR &
ACTIVEWEAR CATEGORIES

Many intimate wear brands are branching out into the activewear and loungewear categories after these categories register massive demand.

Pg No. 26-28



FASHION CREATION

WEBINAR
LEVERAGING THE POWER OF
DATA IN E-COMMERCE

The India Fashion Forum's webinar explored ways of efficiently turning insights and trends in the current environment to rethink business models and make agile decisions based on advanced analytics.

Pg No. 30-32

WEBINAR
N9 WORLD TECHNOLOGIES
IN ASSOCIATION WITH
CONSOLIDATED PATHWAYS
INTRODUCES VIROBAN

With this partnership, N9 is utilising USEPA and EU BPR registered Antimicrobials in its antibacterial and antiviral custom blends.

Pg No. 34-38