

# B

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## BUSINESS & INNOVATION



### CAMPAIGN LAUNCH SKECHERS INDIA LAUNCHES “GO LIKE NEVER BEFORE” CAMPAIGN WITH ITS FIRST BRAND AMBASSADOR SIDDHANT CHATURVEDI

*The campaign emphasizes the importance of running as a sport to remain fit and encourages people to stay active in their day-to-day routine.*

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### COLLECTION LAUNCH MICHAEL KORS CELEBRATES ‘FESTIVALS OF INDIA’ WITH A SPECIAL EYEWEAR COLLECTION

*The special eyewear collection includes three unique pieces, one pair of sunglasses and two optical models.*

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### COLLABORATION FLIPKART PARTNERS WITH MAX FASHION TO BRING AFFORDABLE HIGH- QUALITY FASHION TO INDIAN CONSUMERS

*A wide selection of product ranges across womenswear, menswear, kidswear, and accessories will now be available to 250+ million customers on Flipkart.*

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### COLLECTION LAUNCH MAKE A STYLE STATEMENT WITH WRANGLER’S MONOCHROME COLLECTION

**Pg No. 11**

### SUSTAINABILITY HUNTSMAN’S ERIOPON®

### E3-SAVE ADVANCES SUSTAINABLE POLYESTER PRODUCTION - 130 MILLION LITERS OF WATER SAVED IN ONE YEAR

*The technology eliminates the need for separate pre-scouring, allowing pre-scouring, dyeing and reduction clearing to be combined in a single bath.*

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### COLLECTION LAUNCH INTRODUCING THE REFINED AND COMFORTABLE ZIVAME LOUNGEWEAR COLLECTION

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# R

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## FESTIVE SPECIAL



### COVER STORY

### RETAILERS APPROACH FESTIVE SEASON WITH INNOVATIVE CONCEPTS, NEW PRODUCTS TO BRING CONSUMERS BACK IN STORES

*The fashion retail segment - which has taken one of the worst hits - is bullish on the upcoming festival season, hoping that it will set the tone for a revival, and set the segment firmly on the path to recovery.*

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### TECHNOLOGY ACCESSORISING THE JEWELLERY INDUSTRY WITH TECHNOLOGY

*A novel way in which the jewellery sector has adopted technology is by helping consumers visualise products online with an added element of personalization.*

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### E-COMMERCE HOW E-COMMERCE COMPANIES ARE ALL SET TO FULFILL THE DEMAND OF CONSUMERS THIS FESTIVE SEASON

*Indian e-commerce industry is all geared up to capitalize on the festivities with many businesses re-thinking their strategies and taking to the digital medium to capture the attention of their target audience.*

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## FASHION RESEARCH



### TREND FORECASTING WGSN ON HOW FASHION RETAILERS CAN RING IN THE CHEER THIS FESTIVE SEASON

*Puneet Dudeja, Sales Director - South Asia, WGSN, outlines the market sentiments that fashion brands and retailers can expect this festive season.*

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