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BUSINESS & INNOVATION



STRATEGIC INITIATIVE **SHOP UNIQLO, NOW FROM HOME!**

Uniqlo launched a nationwide 'Shop From Home' service through its special website...
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NEW LAUNCH **UNDERJEANS LAUNCHED BY SPYKAR SET TO ENERGISE MEN'S UNDERWEAR CATEGORY**

'It's in our genes' is the campaign tag line for the product line that is focused on jeans addicts...
Pg No. 9

TECHNOLOGY INNOVATION **LENZING CREATES UNPRECEDENTED SUPPLY CHAIN TRACEABILITY – BY BANKING ON BLOCKCHAIN- ENABLED TRACEABILITY PLATFORM POWERED BY TEXTILEGENESIS™**

Lenzing is introducing a brand-new blockchain-enabled supply chain traceability platform powered by TextileGenesis™...
Pg No. 10-11

COLLECTION LAUNCH **REEBOK AND CARDI B DROP FIRST-EVER FOOTWEAR COLLECTION**

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COLLABORATION **MORE COLLABORATIONS COMING AFTER PROJECT GREENHOUSE X CROCS DROP SELLS OUT IN AN HOUR**

The Carrots X Crocs Classic All Terrain Clog is the first of three collaborations available in India from Crocs and Foot Locker incubator "Project Greenhouse"...
Pg No. 13

COLLABORATION **MYNTRA OFFERS SUSTAINABLE RANGE IN PARTNERSHIP WITH LENZING™ ECOVERO™ THIS FESTIVE SEASON**

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COLLECTION LAUNCH **POWER BRAND GRADO, UNVEILS ITS MOST-AWAITED FESTIVE AND WINTER COLLECTION 2020**

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PHYGITAL



COVER STORY

THE FUTURE OF MODERN RETAIL: PHYGITTALLY SERVING CUSTOMERS FROM A DISTANCE

In the new normal, the line between online and offline shopping has completely blurred and the changes have culminated in the emergence of a new and hybrid retail model - Phygital retail, which is all about serving consumers from a distance...
Pg No. 18-22



CASE STUDY **VIRTUAL RETAILING: USING TECHNOLOGY TO TAKE STORES TO THE CONSUMERS**

A look at how retailers are investing heavily in technology to take the stores to the consumers...
Pg No. 23-25

FUTURE RETAIL ECOSYSTEM **PHYGITAL- A NEW MODEL OF RETAILING**

Even though the digital world has slowly been creeping into our physical lives for a while, the hearts of Indians (and their trust) still lie with the physical retailer...
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FASHION RESEARCH

TREND PREDICTION **A POST-PANDEMIC RETAIL**

In the New Normal, innovations, inventions and contactless experiences are set to rule the retail space...
Pg No. 30-33

RESEARCH AND ANALYSES **FROST & SULLIVAN PRESENTS THE FOUR Ps DISRUPTING THE FUTURE OF RETAIL**

Retailers will increasingly invest in digital technologies, including digital assistants, ambient commerce, artificial intelligence, automation, and advanced analytics...
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