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### OMNICHANNEL TUMI LEADS INNOVATION IN TRAVEL LIFESTYLE WITH THE LAUNCH OF FIRST VIRTUAL STORE

*TUMI launches the breakthrough TUMI Virtual Store to debut its spring 2021 collection and deliver an immersive and enhanced Omnichannel experience.*

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### STORE LAUNCH BED AND BEDDING CO. LAUNCHES STORES FOR ALL BEDDING SOLUTIONS

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## WORK FROM HOME ESSENTIALS



### COVER STORY

#### **WORK FROM HOME ESSENTIALS: BRANDS & RETAILERS REVEAL COMFORT & UTILITY ARE ON TOP OF CONSUMERS' MINDS**

*A detailed look at why categories like casual wear, loungewear, athleisure, nightwear, etc., have witnessed unprecedented demand since the pandemic forced people to work from home.*

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### INDUSTRY ANALYSIS

#### **UNION BUDGET 2021: A POSITIVE CALLS FOR INDIAN TEXTILE & APPAREL SECTOR?**

*The Union Budget 2021-22 has announced the initiation of a slew of schemes for the Indian fashion value chain which has been met with warm response.*

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## FASHION RESEARCH



### RESPONSIBLE FASHION FASHION FOR GOOD CONSORTIUM PILOTS RESOURCE EFFICIENT COTTON FARMING

*Innovation in cotton farming practices is greatly needed to reduce pesticide, land and water use.*

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### PERSONALIZATION ROYAL ENFIELD INTRODUCES MAKE-IT-YOURS INITIATIVE ON APPAREL

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### EXPERT OPINION WGSN: LOUNGEWEAR WON'T STAY STILL, IT IS EVOLVING AND ELEMENTS OF IT WILL BECOME A CORE CATEGORY

*Francesca Muston, Vice President, Fashion, WGSN talks about the evolving loungewear market and its relevance in the near future.*

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### CASE STUDY PHYGITS LIVE: BUILDING OMNICHANNEL CAPABILITIES

*India's first Digital Transformation Strategy Summit, PHYGITS LIVE gives a 360 degree view of how to build Omnichannel capabilities.*

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