

BUSINESS & INNOVATION

COLLECTION LAUNCH SHAZE LAUNCHES NEW COLLECTION WITH KEEN EYE ON FINESSE & CRAFTSMANSHIP

Each creation is handpicked with a keen eye on subtlety and uniqueness to keep up with the demands of Shazé's connoisseur clientele.

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COLLECTION LAUNCH LÀ FUORI DIGITALLY SHOWCASES STORIES OF SAPA - ITS NEW VIETNAMESE-INSPIRED COLLECTION

Sets a new bar for sustainable, artisanal clothing in India.

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COLLECTION LAUNCH XYXX APPARELS BRINGS THE PARTY AT HOME WITH THEIR NEW YEAR FESTIVE COLLECTION

The brand has weaved the elements of style, comfort and fun all together to spin around the New Year collection.

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NEW LAUNCH SPORTO LAUNCHES NEW SHOPPABLE CHRISTMAS CATALOGUE

Sporto offers an exciting list of pocket-friendly gifting ideas for Christmas.

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NEW LAUNCH FOREVERMARK LAUNCHES THE ELEGANT SPRING SUMMER 2021 TRENDS REPORT

The brand has weaved the elements of style, comfort and fun all together to spin around the New Year collection.

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BRANDS IN INDIA 29-40

Deal // pg No. 30

Duke // pg No.32

Indian Desi // pg No. 33

Irony // pg No. 36

KK Hanger // pg No. 37

Mexico // pg No. 38

Rookies // pg No. 39

Sporto // pg No. 40



FOCUS FEATURE

**EASYBUY CONTINUES
AGGRESSIVE EXPANSION SPREE:
SET TO REACH 100TH STORE
MILESTONE SOON**

Anand Aiyer, Senior VP and Business Head, Easybuy, sheds light on how the brand succeeded in steering brand loyalty even during such tough times.

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FOCUS FEATURE

**LIVA: THOUGHTFULLY
FASHIONABLE**

As the notion of fashion continues to evolve rapidly, we take a look at how LIVA's promise to comfort, sustainability and wear confidence makes it the ideal future of fashion.

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**COLLABORATION
REEBOK REVEALS [REE]
CYCLED CLASSIC LEATHER
LEGACY IN NEW "WRITE
YOUR LEGACY" CAMPAIGN**

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FASHION RESEARCH

FASHION AND LUXURY REPORT 2021: HOW FASHION RETAIL IS INCHING TOWARDS NORMALCY

Rethinking luxury fashion and driving it in new directions and analysis of business models that will be feasible and more relevant in the new normal.

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SMART APPAREL FASHION RETAILERS USE ANTI-VIRAL TECHNOLOGY FOR FABRIC TO PREVENT COVID

A list of retailers and the innovations they have introduced to offer enriching shopping experiences to their consumers.

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E-COMMERCE FASHION ECOMMERCE IN 2021 & BEYOND

As we inch towards recovery after a year in which the fashion industry recorded nethermost economic profits, there is an imperative to make swift decisions.

Pg No. 54-59

GOING GREEN HOW SUSTAINABLE IS THE FUTURE OF SUSTAINABILITY?

With customers becoming more conscious of the impact of the brands they buy on the Earth, brands are expediting their attempts to appeal to the ever-growing and evolving market.

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