

# Contents

# B

11-26

## BUSINESS & INNOVATION

### COLLABORATION

**HUNTSMAN TEXTILE EFFECTS AND SCIENST PARTNER TO ENABLE SUSTAINABLE MICROBE- AND ODOR-RESISTANT TEXTILES**

Pg No. 12

### WOMEN'S DAY SPECIAL

**MAMAEARTH ANNOUNCES #UNITEDBYGOODNESS CAMPAIGN**

Pg No. 14

### RETAIL EXPANSION

**VALUE FASHION RETAIL MAJOR V-BAZAAR FORAYS INTO GROCERY SEGMENT**

Pg No. 15

### COLLECTION LAUNCH

**POWER BRAND GRADO LAUNCHES SPRING SUMMER COLLECTION**

Pg No. 16-17

### HOUSE OF BADNORE

**LAUNCHES SUAVE POCKET SQUARES FOR MEN**

Pg No. 18

### SARAH & SANDEEP

**INTRODUCE FIRST COUTURE BRIDAL COLLECTION FOR 'POWER BRIDES'**

Pg No. 19

### ADIDAS UNVEILS

**FORMATION ACTIVEWEAR, A COLLECTION INSPIRED BY SHAPEWEAR TECHNOLOGY**

Pg No. 20

### EVENT

**ZIVAME'S 'THE GRAND LINGERIE FESTIVAL,' A FUN & QUIRKY EVENT TO SHOP AT**

Pg No. 21

### STORE LAUNCH

**ADIDAS ORIGINALS CELEBRATES THE LAUNCH OF ITS NEW STORE IN CHANDIGARH**

Pg No. 22-23

### STRATEGY

**MANGO ANNOUNCES ACTRESS VAANI KAPOOR AS ITS FIRST BRAND AMBASSADOR FOR INDIA**

Pg No. 24

### INITIATIVE

**DOLLAR INDUSTRIES LIMITED CELEBRATES WOMEN'S DAY FOR INDIA**

Pg No. 25

### CAMPAIGN LAUNCH

**ETHNICITY LAUNCHES THE 'JOY OF GETTING DRESSED' CAMPAIGN**

Pg No. 26

# B

27-42

## CASUAL WEAR



### COVER STORY

**RETAILERS GET SERIOUS ABOUT CASUAL WEAR AS IT TAKES CENTRESTAGE IN GLOBAL FASHION**

*As the world became restricted to their homes, fashion senses started gravitating towards comfortable and presentable clothes that can easily transition from work from home to grocery-runs and social-media appearances*

Pg No. 28-34

### FOCUS FEATURE

**KEEP IT CASUAL WITH SPORTO'S COMFORTABLE, STYLISH APPAREL**

Pg No. 35

### EXPERT OPINION

**KEEPING WITH THE TREND IN KIDS APPAREL & ACCESSORIES SEGMENT- SPRING SUMMER 2021**

Pg No. 36-37

### INTERVIEW

**LENZING AG: TAILORING SUSTAINABLE & ENVIRONMENTALLY RESPONSIBLE LIFESTYLES**

*Avinash Mane, Commercial Head, South Asia, Lenzing Group, talks about how the brand has quickly transitioned into a serious challenger for existing sustainability brands in India*

Pg No. 38-42



43-52

## FASHION RESEARCH

### SUSTAINABILITY

**LENZING UNVEILS PIONEERING TENCEL™ MODAL FIBER WITH INDIGO COLOR TECHNOLOGY TO HELP ELEVATE SUSTAINABILITY IN THE DENIM INDUSTRY**

Pg No. 44-46

### DECODING CONSUMER BEHAVIOUR

**RETAILTAINMENT AND CONVENIENCE TO REDEFINE INDIA'S CONSUMER RETAIL STORY: DELOITTE**

*Deloitte India's 2021 edition of 'KNOW Your Consumer - What You See Is What You Get' highlights key trends that will drive a new wave of growth strategy in the retail consumer industry*

Pg No. 48-52