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BUSINESS & INNOVATION

## STORE LAUNCH ADIDAS ORIGINALS LAUNCHES FIRST COMPANY- OWNED EBO IN GURUGRAM

*The store gives each streetwear fan the access to the brand's most exclusive drops, coolest collaborations like the Yeezy, exclusive collaborations with Sean Wotherspoon, Pharrell Williams, Beyonce, Disney and more global creators*

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## ASICS EXPANDS RETAIL CONCEPT IN INDIA WITH A NEW STORE IN ORION MALL

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## CATEGORY LAUNCH NYKAA FASHION EXPANDS INTO ATHLEISURE CATEGORY WITH NYKD ALL DAY

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## NEW LAUNCH VAN HEUSEN LAUNCHES NEW SUB-BRAND 'DENIM LABS'

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## RITU KUMAR LAUNCHES AFFORDABLE DESIGNER WEAR BRAND, AARKE

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## FOCUS FEATURE STAY SPORTY, STAY SPIRITED

*The Sporto range of fast-drying athletic wear empowers athleticism attitude. They help you be prepared for the sport called Life*

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## COLLABORATION NEXT-GEN INNOVATIONS IN ANTI-MICROBIAL TEXTILE AND APPAREL

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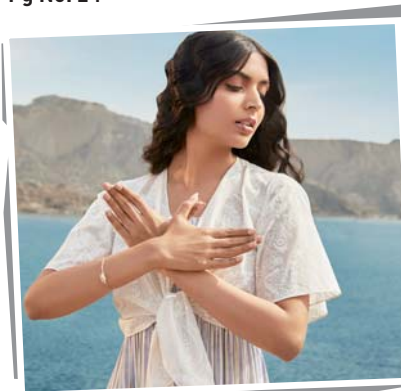
## INNOVATION LENZING EXPANDS PIONEERING E-BRANDING SERVICE TO THE VEOCEL™ BRAND IN A WORLD-FIRST FOR THE NONWOVENS INDUSTRY

*The Lenzing E-Branding Service creates greater value and transparency by showcasing the use of sustainable, high-quality and ethically sourced materials*

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## NEW CAMPAIGN W ANNOUNCES NEW CAMPAIGN #HOPEISTRENDING FOR ITS SPRING SUMMER COLLECTION'21

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## EXPANSION JUST CAVALLI PLANS ROBUST EXPANSION IN INDIA, TO LAUNCH 200 STORES IN 2021

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## TECHNOLOGY CLOVIA BRINGS ONLINE CX CLOSER TO OFFLINE THROUGH ITS NEW BRA-BOT

*Clovia has been one of the key branded players in the Indian direct-to-consumer space which has been scaling profitably on the back of extensive use of technology in all its business areas...*

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## SPORTSWEAR



### COVER STORY

#### SPORTSWEAR RIDES RISING DEMAND WAVE

*A demand surge that took off in 2019-20 looks set to continue as India enters a second season of pandemic-driven uncertainty, disruption and at-home fitness fixes*

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## FASHION RESEARCH

### EXPERT OPINION

#### ARRIVAL OF MEN'S PREMIUM LOUNGEWEAR ERA

*Formal wear and jeans took a backseat in the wardrobe and the demand for items suitable for working comfortably from home saw an unprecedented surge*

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## NEW COLLECTION HOUSE OF ANITA DONGRE UNVEILS SPRING-SUMMER '21 COLLECTION FEATURING TENCEL™ FIBRES

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## NEW TRENDS HOW THE JEWELRY INDUSTRY IS RIDING THE NEW NORMAL

*Technology, particularly social media, has also played a crucial role in helping the gems and jewellery industry to regain what it lost in the year since the pandemic*

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