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BUSINESS & INNOVATION

STORE LAUNCH

ELLEMENTRY LAUNCHES NEW STORE IN KOCHI

The store offers an immersive experience with actual settings of living, dining, open kitchen and bar, with Ellementry products displayed all around

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NEW COLLECTION

METRO SHOES OFFERS NEW COLLECTION FOR EID

Keeping up with the festive spirit, Metro Shoes offers a range of stunning footwear and accessories collections for the EID celebrations

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CLEAN STATE: A COLLECTION OF EASY, LIGHT WEIGHTED FOOTWEAR FOR MEN

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NEW LAUNCH

NYKAA FASHION LAUNCHES CANDERE BY KALYAN JEWELLERS

The first fine jewellery brand on the platform with a classic and contemporary new collection

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THE PANT PROJECT LAUNCHES NEW PANT20 COLLECTION

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NEW LAUNCH

BOULEVARD: THE NEW DAILY FOOTWEAR COLLECTION FOR MEN

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CATEGORY WATCH

FATHER'S DAY LUXE FROM HOUSE OF BADNORE

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EXPANSION

FABALLEY'S PARENT COMPANY RAISES ₹25.50 CR IN FUNDING

The latest infusion of capital comes after the company raised ₹20.75 Cr in June 2020 in the midst of the first wave of the COVID-19 pandemic

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SUSTAINABLE FASHION AND FIBRE INNOVATION



COVER STORY

THE NEW FASHION BUZZWORDS: SLOW. STEADY. SUSTAINABLE

Fashion and textile brands across categories are tweaking and redesigning their merchandise portfolios, making them as close to being sustainable as possible. In addition to the products, retail environments are also being re-engineered with sustainable materials to communicate 360-degree 'responsible fashion' messaging to consumers

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BRAND INNOVATION

LIVA REVIVA - A BREAKTHROUGH INNOVATIONS IN RECYCLING OF FASHION INDUSTRY WASTE, FROM BIRLA CELLULOSE.

Birla Cellulose is collaborating actively with its upstream and downstream partners with an aim to create a bigger and broader impact on circularity in the fashion industry

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LENZING AG: A FORCE FOR RESPONSIBLE FASHION CREATION

From inventing TENCEL™ modal fibers in the 1960s to TENCEL™ lyocell in 1990s and more recently, LENZING ECOVERO™, Lenzing innovations have been crucial in elevating fashion to being a force for good

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FASHION RESEARCH

EXPERT OPINION

SUSTAINABILITY, GROWTH DRIVER FOR FASHION AND TEXTILES

Investing in sustainable practices can deliver never-before opportunities in business expansion and differentiation for products, brands, companies and all partners in the value chain

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INDUSTRY ANALYSIS

ECOLOGICAL INTEGRITY MARRIES FASHION AESTHETIC

Sustainability as a concept focuses on three major factors – social, environmental and economic. Hand-spun, hand-woven fabrics from India hold great potential for ensuring ecological integrity and social wellbeing, while offering unique aesthetic value

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