Contents



9-30

BUSINESS & INNOVATION

BRAND FOCUS

AURELIA ROPES IN ALIA BHATT AS NEW BRAND AMBASSADOR

Pg No. 10

FASHION INITIATIVE

AJIO PRESENTS INDIA'S HOTTEST FASHION SALE

Pg No. 12

SUSTAINABLE FASHION

ADIDAS ADIZERO FOOTWEAR: EVOLVING FAST FOR THE ROAD AND THE TRACK

Pg No. 14

ADVERTORIAL

US COTTON: MORE SUSTAINABLE SHOPPING HABITS ARE A SYMPTOM OF OUR NEW NORMAL

Pg No. 16-17

NEW STORE

RELAXO LAUNCHES
EXCLUSIVE BRAND OUTLET
IN AGRA

Pa No. 18

COLLABORATION

UNIQLO X MAME KUROGOUCHI NEW COLLECTION TO BE AVAILABLE IN INDIA

Pg No. 19

EXPANSION

P.P. JEWELLERS BY PAWAN GUPTA UNVEILS NEW STORE

Pg No. 20

ABFRL EXTENDS JAYPORE PORTFOLIO INTO MENSWEAR

Pg No. 22

INITIATIVE

TANISHQ REAFFIRMS ITS COMMITMENT TOWARDS SAFETY AS STORES REOPEN Pa No. 23

NEW COLLECTION

ADIDAS RELEASE FW21
COLLECTION, INSPIRED BY
OUTDOOR PURSUITS

Pg No. 24

TECHNOLOGY

LENZING'S VEOCEL™ BRAND LAUNCHES HYDROPHOBIC LYOCELL FIBERS WITH DRY TECHNOLOGY

Pg No. 26-27

BRAND FOCUS

NUMERO UNO LAUNCHES 'COLOR-BLOCK TEES'

Pg No. 28

NEW LAUNCH

ALLEN SOLLY LAUNCHES POWER OF TWO CAMPAIGN

Pg No. 29

ANNOUNCEMENT

PUMA INDIA

APPOINTS PRABHDEEP BEDI AS DIRECTOR AND HEAD OF D2C E-COMMERCE

Pg No. 30

31-50

DENIM: THE FUTURE OF A CULT CLASSIC



COVER STORY

DENIM: THE ERA-AGNOSTIC
FASHION ESSENTIAL

While international denim brands, have witnessed rapid growth over last few years, a slew of Indian brands have emerged across all segments of the Indian denim market (premium, medium and value for money)

Pg No. 32-40

BRAND PROFILE

DUKE:

Pg No. 42

EXCITING DENIM'S, SHIRTS, AND TROUSERS COLLECTION 2021

SPYKAR:

Pg No. 43

THE RIGHT AMOUNT OF STYLE

CELIO:

Pg No. 44

DENIM INDUSTRY PIONEER FOR MEN

IRONY:

Pg No. 46

QUALITY AND INNOVATION AT HEART

MEXICO:

Pa No. 47

FOR THAT PERFECT PAIR OF JEANS

FOCUS JEANS:

Pa No. 48

DEFINING THE RULES OF FASHION

ROOKIES

Pg No. 50



51-58

FASHION RESEARCH

E-COMMERCE INNOVATION

DTC V/S MARKETPLACE: GAME ON

Brands that aggressively followed DTC strategies in FY21, are driving India's online fashion retail growth with them reporting 66 per cent order volume growth as compared to the previous financial year

Pq No. 52-55

MARKET TRENDS

APPAREL MANUFACTURING INDUSTRY: AN OVERVIEW OF MARKET TRENDS & CHALLENGES

Pg No. 56-58