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BUSINESS & INNOVATION

CATEGORY WATCH

ATHLEISURE - THE HERO OF THE POST LOCKDOWN WORLD

This shift in fashion is not just a superficial phenomenon but represents a shift in the social convention of out of home clothing

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NEW COLLECTION

NYKAA FASHION LUXE UNVEILS LUXURY PRET BY FALGUNI SHANE PEACOCK

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COLLECTION LAUNCH

WOODLAND INTRODUCES SMART POLO T-SHIRT COLLECTION FOR SEMI-FORMAL & CASUAL OCCASIONS

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

The collection is led by the ADIZERO ADIOS PRO 2, the latest integration of adidas' record-breaking performance shoe. Utilising the legacy and elite race day technology, the collection brings the ADIZERO BOSTON 10 & ADIZERO PRIME X

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SUSTAINABILITY

LENZING WELCOMES CLEAR POSITIONING OF THE EU COMMISSION IN THE FIGHT AGAINST PLASTIC WASTE

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QISA FORAYS INTO SUSTAINABLE FASHION

Qisa by Lavie, will feature ethical yet stylish series of handbags and slings for socially savvy buyers, who believe in adding value to their purchase

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NEW LAUNCH

NUMERO UNO LAUNCHES 'RE-ENERGISED' SUMMER COLLECTION OF POLO T-SHIRTS

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ASICS LAUNCHES 'THE GEL-KAYANO™ 28', DELIVERING ITS TRADEMARK STABILITY WITH AN EVEN SMOOTHER RIDE

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FABINDIA X GIVEINDIA: SUSTAINABLE BRANDS UNITE TO PROVIDE COVID RELIEF TO STRUGGLING ARTISAN AND CRAFTSMEN COMMUNITIES

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LEATHER & NEXT-GENERATION ALTERNATIVES



COVER STORY

LEATHER FASHION: WALKING TOWARDS RETAIL CONVERGENCE

As some consumer shifts seem here to stay, pandemic or no pandemic, leather fashion and lifestyle brands are equipping themselves with the requisite infrastructure for a future in which physical and digital worlds will converge

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FOCUS FEATURE

MUSTANG: A BREED APART SINCE 1987, FOR SOCKS & ACCESSORIES

Mustang is popularly in demand for their innovation across their manufacturing process, designs, patterns as well as their distribution network

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LUXURY LEATHER

LEATHER ALTERNATIVES: A 'FASHIONABLE' CONCEPT?

Luxurious leathers continue to be the material of choice not just for commercial and residential furniture but also for automotive, aviation and marine applications as well

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EXPERT OPINION

NEW-NORMAL KEYWORDS: FUNCTIONAL, OMNICHANNEL, SUSTAINABLE

As a result of the extreme challenges on topline, in the short run, the brands will be push out their inventories at deep discounts. Moving ahead, leather product brands will need to up their game on Omnichannel retail, social engagement, and innovations such as conversational commerce

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FASHION RESEARCH

CONSUMER TRENDS

GEN Z AND THE FUTURE OF FASHION

This generation's fashion purchases are influenced by the commitments brands make to social and environmental sustainability, says 'Futureproof', a Depop and Bain & Company collaborative report on Gen Z behaviours and aspirations

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