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BUSINESS & INNOVATION

STORE LAUNCH

ADIDAS LAUNCHES THE FIRST FLAGSHIP STORE IN INDIA - 'THE HOME OF POSSIBILITIES'

The flagship store is India's first most innovative, technologically advanced, inclusive, and engaging flagship store in Delhi

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LEVI'S OPENS FLAGSHIP STORE AT THE DLF MALL OF INDIA, NOIDA

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NEW COLLECTION

NUMERO UNO LAUNCHES PRINTS OF THE SEASON

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STORE LAUNCH

FABINDIA RELAUNCHES GK-1 STORE

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NEW COLLECTION

HIDESIGN: RELEASES 'FREEDOM COLLECTION': A RANGE OF MODULAR & MULTI PURPOSE

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STORE LAUNCH

LIBAS EXPANDS PRESENCE WITH ITS FIRST EVER BRICK AND MORTAR STORES IN DELHI

Libas launched its new identity with re-branded logo, philosophy and first ever stores

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NEW COLLECTION

YAMAMAY PRESENTS NEW AUTUMN UNDERWEAR, LINGERIE AND SLEEPWEAR LINES CREATED WITH SUSTAINABLE FABRICS

The sustainable fabrics used in these collections are as follows: recycled polyamide, recycled polyester and Modal LenzingTM; the latter of which is made of a beech wood-extracted eco-friendly artificial fibre of natural origin

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BRAND FOCUS

NYKAA: HARNESSES POWER OF SCIENCE WITH SKINRX

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BRAND FOCUS

KARTIK AARYAN LAUNCHES NEW WATCH COLLECTION BY A|X

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NEW CAMPAIGN

NEW LUX COZI COMMERCIAL WITH VARUN DHAWAN CREATES EUPHORIA AMONGST THE YOUTHS AND NETIZENS

Lux has always been proactive in adopting newer methods of production developing innovative products and targeting the right audience through first-of-its-kind branding and promotional activities

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NEW LAUNCH

BEWAKOOF LAUNCHES #PEPPYPINK AS COLOR OF THE MONTH

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FESTIVE WEAR SPECIAL

COVER STORY

FESTIVE ETHNICS GO MODERN, SCALABLE

Ethnicwear brands largely dependent on festive sales have been pushed to innovate product and retail strategy to stack up year-round revenues. On the other side, consumer sensibilities are driving lighter, more versatile festive wear merchandise for non-festive usage

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FASHION RESEARCH

CONSUMER TRENDS

BEYOND INCOME: REDRAWING ASIA'S CONSUMER MAP

The report from McKinsey Global Institute contributes to MGI's mission to help business and policy leaders understand the forces transforming the global economy and prepare for the next wave of growth

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E-COMMERCE MARKETING

TURN YOUR ATTENTION TO WHATSAPP MARKETING

Conversational marketing is ruling the roost in e-commerce today, making it crucial for sellers to understand its rules and nuances so that opportunities can be tapped effectively and excesses can be done away with

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