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The collection aims to make wearable luxury available to the Indian shopper looking for designs that dazzle.

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OCCASION WEAR SPECIAL



COVER STORY

**OCCASION WEAR: FESTIVE
BUDGETS ON THE RISE**

Festivities this year have taken a turn for the better. After a lukewarm 2020, this year, shoppers have increased their spending budgets and are on the lookout for better bargains. Online shopping is also set to gain more traction than the offline retail segment, with people still a little skeptical of stepping out.

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FASHION RESEARCH

**SLOW VS FAST FASHION
FROM FAST TO SLOW
FASHION: 7 TIPS TO MAKE A
DIFFERENCE**

Slow fashion has personal, social, and global benefits besides being ecologically sound, but fast fashion helps one stay in trend while being easy on the pocket. However, its impact on the environment may be a cost that our future generations should not be forced to pay. We share some tips to slowly ease oneself into slow fashion.

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**E-COMMERCE INNOVATION
WHAT'S DRIVING INDIAN
E-COMMERCE?**

The pandemic has brought about a revolutionary change in the way people connect online and an enhanced adoption curve of consumers becoming online shoppers. Accelerated by it, the e-commerce industry is set to grow by 84% to \$111 bn in the next 3 years.

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