

Contents

B

7-22

BUSINESS & INNOVATION

ANNOUNCEMENT

SHOPPERS STOP APPOINTS SHWETAL BASU AS CHIEF OF MARKETING & COMMUNICATION

Pg. No. 8

NEW COLLECTION

ONITSUKA TIGER LAUNCHES THE DARJEELING FLOWERS CAPSULE COLLECTION

Pg. No. 9

SKAGEN BRINGS DANISH STYLE TO WORK WITH FREJA TIMEPIECES

Pg. No. 12

ENAMOR DAPPLES DREAMS WITH BEAUTY

Pg. No. 13

COLLABORATION

DEEPIKA PADUKONE BOARDS ADIDAS BANDWAGON

The actor will work closely with adidas on their common commitment towards both physical and emotional fitness.

Pg. No. 14

NYKD RAISES THE BAR WITH MASABA GUPTA COLLECTION

Pg. No. 15

FOSSIL & WARNER BROS LAUNCH LIMITED-EDITION BATMAN COLLECTION

Pg. No. 16

NEW CAMPAIGN

SIDHARTH AND FATIMA BECOME BEWAKOOF'S DIGI AMBASSADORS

Pg. No. 17

MOCHI CELEBRATES THE EXTRAORDINARY WITH #MAKERSOFAWESOME CAMPAIGN

Pg. No. 18-19

EXPANSION

K-BEAUTY PLATFORM LIMESSE LAUNCHES FLAGSHIP STORE IN NEW DELHI

Pg. No. 20

NEELEDUST X SAND BY SHIRIN LAUNCHES HEELS FOR WOMEN

Pg. No. 22

R

23-40

WINTER WEAR SPECIAL



COVER STORY

WINTER WEAR: DRIVEN BY COMFORT AND WORKCATIONS

After the festive season was a curtain raiser to the turn of events for the better this year, winter wear demand, too, has retailers and brands being more optimistic about business than they were in 2020. We talk to some of them to understand this shift in depth.

Pg. No. 24-29

AWARDS

IRA: A CELEBRATION OF EXCELLENCE IN RETAIL

The 17th IMAGES Retail Awards, powered by Vegas, honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience and making profits, in front of an audience comprising the who's who of retail in India.

Pg. No. 30-31



FASHION INNOVATION

FASHION REIMAGINED: CONVERTING CHANGE TO PROGRESS

A panel of experts at the Phygital Retail Convention, hosted from November 10 to 11 in Mumbai, deliberates on the evolution the Indian fashion sector has been through in the past decade and where the sector is headed in the next.

Pg. No. 32-37

LEADERSHIP

MAKING IT BIG IN FASHION

Sanjeev Mohanty, Managing Director & SVP - South Asia, Middle East and Africa, Levi Strauss & Co., shares his view on where the Indian retail sector stands today in comparison to global counterparts, and his own learnings throughout his career.

Pg. No. 38-40



41-46

FASHION RESEARCH



SUPPLY CHAIN

INITIATING SECURE SUPPLY CHAINS

From cyber threats to physical threats, protecting transactions and ensuring safety of all the information, security of supply chains is becoming massively important. Shivam Soni, Founder & CEO, Beyoung Folks Pvt Ltd, talks about practices that can be adopted for securing the supply chain.

Pg. No. 42-46