

Contents

B

11-22

BUSINESS & INNOVATION

NEW COLLECTION

Pg. No. 12-13

- > HELLO KITTY BY CLOVIA
- > WATCHES BY ESPRIT
- > SCARVES BY CARTE BLANCHE
- > ALPHA BRAVO BY TUMI

EXPANSION

Pg. No. 14-16

- > NEW STORE: DIVAA BY ORRA
- > NEW STORE: GUESS
- > NEW STORE: KIEHL'S
- > NEW STORE: DOLLAR INDUSTRIES
- > NEW STORE: CAPSUL
- > GROWTH: WOODENSTREET

COLLABORATION

Pg. No. 18

- > ADIDAS AND ALLBIRDS
- > ABFRL AND MASABA GUPTA

ANNOUNCEMENT

Pg. No. 19

- > PARTNERSHIP: TIMEX GROUP
- > APPOINTMENT: UNIVERSAL SPORTSBIZ

NEWS

Pg. No. 20

- > STATISTICS
- > FUNDING: MADBOW VENTURES

COLLABORATION

MEN'S FASHION BRAND TWILLS ONBOARDS

Jaspri Bumrah as Brand Ambassador

Pg. No. 22

BRANDS IN INDIA

23-32

CELIO

Pg. No. 24

DEAL JEANS

Pg. No. 25

MUSTANG SOCKS

Pg. No. 26

R-ELAN

Pg. No. 29

ROOKIES

Pg. No. 30

TWIN BIRDS

Pg. No. 31

TWILLS

Pg. No. 32



33-54

FASHION RESEARCH

SOCIAL MEDIA & CONTENT CREATING MEANINGFUL CONTENT WITH INFLUENCERS

In an era of information overload and content overflow, brands often confront complex challenges in connecting with their consumers. Relevance and authenticity are the prime pillars that help influencers drive better sales leads and conversions with the target audience of the brands they endorse.

Pg. No. 34-37



RETAIL & E-COMMERCE CHANGING SCENARIO OF RETAIL & E-COMMERCE

The retail and e-commerce sectors have witnessed tectonic shifts in terms of commerce and business. As the customer behaviour changes, retailers should hawk-eye the dynamic trends to ensure the success of the businesses for years to come.

Pg. No. 38-40



TECHNOLOGY MSMEs & DIGITAL TECHNOLOGY: NEW PILLARS OF THE ECONOMY

Digital technology is changing the shape of MSMEs at a faster pace. With appropriate digital strategies and quality products, anyone can make a big name for themselves in the market.

Pg. No. 42-44

CUSTOMER EXPERIENCE HOW TO NOT LET THE CUSTOMER DOWN

The '2022 Global Consumer Trends' report by Qualtrics XM highlights key areas companies can focus on in 2022 to have the biggest impact on their consumers and business, and get ahead of the pack.

Pg. No. 46-49

RETAIL & E-COMMERCE THE FUTURE OF RETAIL: 10 TRENDS

Wunderman Thompson Intelligence, through its report titled 'The Future 100: 2022', brings to the fore 10 trends that will set the stage for retail and e-commerce this year and for years to come.

Pg. No. 50-54