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### LEADERS & BRANDS

#### BEING HUMAN CLOTHING:

#### A BRAND WITH A PURPOSE

*Being Human Clothing is digging deep into each market and sales channel that it sets foot in, gauging customer needs and offering a unique proposition to them every step of the way. Sanjeev Rao, its CEO, talks about the brand's retail strategy*

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## EVENT IFF 2022: SHAPING THE FUTURE OF FASHION

*Launched more than two decades ago, India Fashion Forum (IFF) is India's largest fashion retail intelligence event. This year, chaired by Akhilesh Prasad, President & CEO, Fashion & Lifestyle Business, Reliance Retail, it is slated to be a mega congregation of fashion leaders and experts!*

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## INNOVATION SPECIAL



## INNOVATION TECH-LED INNOVATION HAS SCOPE FOR DISRUPTION

*Technology is one of the biggest driving forces of fashion today. Hence, we try and decipher not only its penetration in fashion but also the impact that it has had and the costs it has managed, or not, to cut.*

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## SUSTAINABILITY

### SUSTAINABILITY: ARE WE THERE YET?

*As consumer behaviour becomes more environment-centric and the ill-effects of mankind's lack of concern for nature more apparent, people are slowly realising that what they wear and how they shop needs to drastically be altered for a better, safer future. Fashion brands thus share their take on sustainability and how it may not necessarily be a costly affair.*

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## FASHION RESEARCH

### SUSTAINABILITY

#### HOW TRANSPARENCY & TRACEABILITY DRIVE SUSTAINABLE FASHION

*If we do not know exactly what is going on at every level of the supply chain, at every remote corner of the world, and if we do not know where things are going wrong – how would we ever be able to correct them? Shameek Ghosh, CEO and Co-Founder, TrustTrace, elaborates.*

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## BUSINESS OPERATIONS

### INNOVATION SETS THE STAGE FOR SUCCESS

*Shopping behaviours have been so dynamic that from 2020 to 2021, there has been a notable shift in the way consumers shop. In its report titled 'Rewriting the Rules of New Retail', Deloitte highlights some innovation in the consumer business that can help brands and companies get a peek into what the future holds.*

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## E-COMMERCE

### THE FUTURE OF COMMERCE

*Shopify's report titled 'The Future of Retail' helps identify key trends that will shape the retail commerce business. It also provides recommendations that can help brands combat rising acquisition costs and build a community.*

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