

CONTENTS

SECTION 1

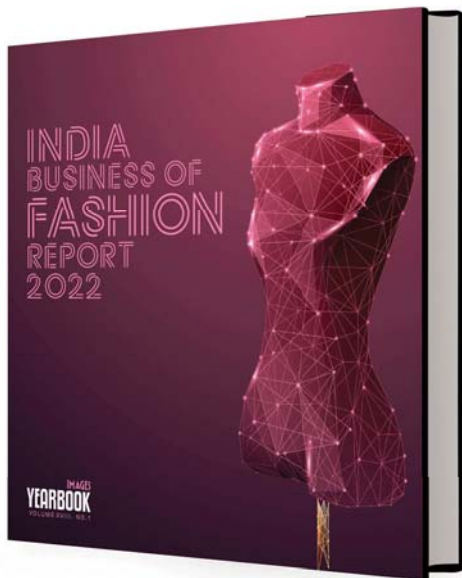
RETAIL LANDSCAPE 2.0 24

- 1.1 An Overview of the Indian Fashion Industry 26
By Amit Gugnani, Technopak Advisors
- 1.2 THE BIG FOUR: Top Trends for 2022 40
By WGSN, An Ascential Company
- 1.3 The True Power of Omnichannel 44
By Jaydeep Shetty, Color Sports India Pvt. Ltd.
- 1.4 Living up to Consumer 2.0 52
By Raja Vishal Oberoi, Market Xcel
- 1.5 Evolving Consumer Dynamics of the Innerwear Market 56
By Shekhar Tewari, Modenik Lifestyle
- 1.6 2022: What's In Store? 60
By Rajan Vernekar & Sangeeta Vernekar, Rave Design
- 1.7 Reverse Logistics: The Front Gear for Success in E-commerce 66
By Rachna Prasad, Vinculum Group
- 1.8 Flip Flops of Today, Transformation of Tomorrow 70
By Sumant Kakaria, Solethreads
- 1.9 Direct to Consumer: A Wave like None Other 72
By Anurima Das & Tripti Mehta

SECTION 2

DRIVERS OF THE FUTURE 88

- 2.1 How to Adapt to a Changing Retail Landscape 90
By IMAGES Business of Fashion Bureau
- 2.2 The Future of Retail: 10 Trends 100
By IMAGES Business of Fashion Bureau
- 2.3 Nano Trend Spotting: Avoid the Biggest Error in Forecasting 108
By Ganesh Subramanian, Stylumia
- 2.4 A Beginner's Guide to the Metaverse and NFTs 114
By Supriya Shirsat Satam, FOrE T
- 2.5 The Future is at the Mercy of Technology 120
By Abhishek Sharma, Fashinza



CONTENTS

SECTION 3

SHADES OF GREEN..... 132

3.1 Look Beyond Traditional Models of Sustainable Apparel 134

By Priyal Shah, WRI India

3.2 Sustainable Fashion: How positive is the positivity? 140

By Rachana Singh, Istituto Marangoni Mumbai

3.3 The Feasibility of Sustainability 148

By Nidhi Yadav, Aks Clothings

SECTION 4

MINDFUL PROGRESSION..... 154

4.1 A Diamond is a Diamond! 156

By Prasad Kapre, SQJPL

4.2 Indian Handloom Sector: Still a Long Road Ahead..... 160

By Mayank Tiwari, ReshaMandi

4.3 Time to Accelerate Sourcing and Supply Chain in Fashion Manufacturing 164

By Swikruti Pradhan, Rustic Hue

4.4 The Hand that Moves the Loom..... 170

By Raghuram Kuchibhatla, Yes!poho

SECTION 5

REFLECTIONS..... 174

5.1 Conscious Consumerism will Stay 176

By Vineet Gautam, Bestseller India

5.2 The Future is Digital 178

By Sidhant Keshwani, Libas

5.3 Breaking Barriers 180

By Tripti Mehta

Contributors 190