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OMNICHANNEL OPERATIONS

THE POWER OF ONE: AN OMNICHANNEL MODEL

Top leaders from the business of fashion answer some crucial questions on the omnichannel way of doing business - how can brands motivate consumers to stay loyal and what can they learn from their past mistakes?

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MARKETING TECHNOLOGY

MAPPING MARTECH AND WINNING THE GAME

The proliferation of capabilities across omnichannel and multichannel trends and technology can make it hard for marketers to understand what is needed and when. Experts in the field decode for us key differentiators that marketers must not miss.

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RETAIL OPERATIONS

CAN RETAILERS, MALL DEVELOPERS TOGETHER FUEL CONSUMPTION?

Mall developers and retailers have finally started to see footfalls similar to what they experienced two years ago. Read on to know how the coming together of the two to enhance the customer's offline shopping experience has opened many a door for both.

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CASUAL WEAR SPECIAL



COVER STORY

CASUAL WEAR: A SERIOUS BUSINESS

We present to you an in-depth analysis of the nuances of the casual wear segment in India to reveal more than meets the eye through an overview of the market, future prospects, profitable segments and outdated practices.

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FASHION RESEARCH

TECHNOLOGY

HERE COMES THE METAVERSE

Wunderman Thompson Intelligence, through its report titled 'New Realities: Into the Metaverse and Beyond', shares a brief outlook on the metaverse and what fashion & beauty brands in the sphere have been up to.

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TIPS & TRICKS

6 TIPS TO STAY RELEVANT IN A CLUTTERED INDUSTRY

Manthan Dhameliya, Owner, Kreeva, shares quick tips to innovate and rethink the business model to reflect on the evolution of the fashion industry, leverage expertise to scale, hence, remain at the forefront of business innovation and respond to the upcoming fashion trends promptly.

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MARKETING

MARKETING: A DIFFERENTIATION BALL GAME

Rapid influx of fashion brands has brought with it a wave of challenges for the marketer. Today, it has become extremely difficult for the marketing team of a fashion brand to create that differentiation in the market that helps attract more and more consumers day in, day out. Ninad Umargekar, Chief Marketing Officer, JG Hosiery, offers solutions to some of these challenges.

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FABRIC & TEXTILE

INDIA'S COTTON ROOTS NEED NOURISHMENT

Demand for cotton is expected to rise spectacularly in the coming years. It thus becomes crucial for the government to improve the artisanal and craftsman skill set through ITI programmes, making the small cotton producers self-sufficient in setting up a small enterprise. Khushboo Sethi, Co-founder, Jisora, explains.

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