



24. Cover Story

Eyeing the change

Unlike before, the consumer within the eyewear category today demands convenience. From technology-supported services to buying eyewear conveniently, the idea of shopping for eyewear has changed entirely. A revolution of change has revived the way the market was previously eyed. What awaits the segment?



Contents

JUNE 2022 VOL.21 NO.6

- 8.** National Newsmakers
- 12.** International Newsmakers
- 14. Retail Focus**
PINKWALK: Walk into Grandeur
With a bold and innovative mix of retail, entertainment, and leisure facilities, PINKWALK, the upcoming project from Mangalam Group and SSB Group will redefine Jaipur's lifestyle shopping experience
- 18. What's Hot**
Oyster Arcade: An Opportunity for Every Vision
Situated in sector 102 Gurugram, Oyster Arcade is a high street market which fulfills the shopping cum entertainment demands of the large community residing nearby
- 20. In conversation**
Customer Satisfaction in Every Click!
Flipkart's strong homegrown technology capabilities, extensive leadership in the consumer e-commerce segment, and its vast supply chain infrastructure helps kiranas and MSMEs reach across the country
- 30. Retail Experience**
Affordability in Every Step
Khadim has been synonymous with providing the nation with affordable footwear that is high on style. Over the years the brand has not only gained a steady following but has changed its course of action too to bring in new strategies for growth
- 34. Deep Dive**
Star Power
Brands have changed their way of doing business considering the new normal and among all the newer paths they are treading, signing up with a celebrity as a leading investor and ambassador are big on the trend. Let's dissect this a little closer
- 38. Industry Beat**
Retailing Tailoring Services, Enabled by Technology
- 42. Retail Growth**
Ergonomically Built
Founded in 2015, Home Canvas believes good design can enhance our quality of life and make our spaces more comfortable, inspiring and uplifting. Surviving through the pandemic, the brand has come a long way in fusing style with ergonomic design
- 44. Retail Reimagined**
Reimagining Physical Retail in the New Normal Era
The session talks about the potential of physical retail in the well-connected 'dot com' world
- 48. Research**
India's Retail Industry to Grow ~10% to reach \$2 Tn by 2032
The new report from BCG-RAI report predicts Indian retail industry to resume its growth trajectory and grow at ~10 per cent to reach approximately \$2 Tn by 2032
- 52. View Point**
How to Build a Successful Omnichannel Retail Strategy in FY 23
Retailers today need to finetune their strategy and be Omnichannel-inclusive to offer a seamless customer experience
- 56. Retail Technology**
Super Apps, Phygital Retail & Metaverse: Paving Way for Retail's Green Transformation
- 60. Phygital Retail**
Move from Interaction to Transaction