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MONTH AT A glance

NEW COLLECTIONS

- From independent collections to collaborations, stay abreast of the trends in apparel, footwear, perfumes, makeup and fashion accessories!

NEWS BREAKERS

- Which are the latest international brands to enter India, who is moving where in the fashion industry, or which are the newest brands on the block – this is where you'll find it all!

NEW STORES

- Expansion ahoy! Whether online to offline or vice versa, the high street or the mall, this is where the biggest names in fashion are setting foot.



Spotlight

CHANGING LANDSCAPE OF THE INNERWEAR MARKET

- What is contributing to the innerwear market's growth - proliferation of D2C brands, a pandemic-hit market or fabric innovation? Innerwear is gaining on innovation and design.

MID-PREMIUM: A GAINFUL SEGMENT

- COVID-19 has replaced many an old habit of consumers, even in the men's innerwear segment which is now regarded as more a fashion statement than a mere commodity.

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HARD TALK

STYLE, INNOVATION & INNERWEAR

- Our conversation with Sunil Pathare, Chairman and Managing Director at VIP Clothing Ltd Group, brings to light a unique dynamic of the innerwear sector that offers room for growth.

TASVA MAKES FASHION MORE ACCESSIBLE

- In an exclusive interaction with Dhruv Kaura, Chief Operating Officer, Tasva, we delve on the brand's consumption story and emerging trends in the world of ethnic fashion.

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fashion fisheye

20 BANKRUPTCIES SINCE 2020

- From executive missteps to pandemic-related shutdowns, CB Insights looks at why some of the biggest fashion retailers have filed for bankruptcy beginning 2020.

'SUSTAINABLE' A GIMMICK NO MORE

- Customers are increasingly purchasing from fashion brands that they truly believe to be sustainable. Fashion brands thus help decipher how others can gradually incorporate green measures in their business operations.

FASHION GOES SOCIAL WITH TWITTER

- SaaS-based solutions provider Meltwater, in its latest report titled 'The Fashion Industry's New Era', takes a deep dive into Twitter fashion conversations and how brands can utilise the trend to its fullest potential.

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Off the Cuff

HOW TECHNOLOGY IS TRANSFORMING TRADITIONAL MANUFACTURING COMPANIES

- Efficient planning to predictive maintenance and better customer interaction, it provides constant end-to-end solutions that make the process a lot less chaotic. Here are five ways in which technology is enabling a structured transformation for manufacturing businesses.

METaverse, METaverse EVERYWHERE AND WHY NOT?

- Generation-Z consumers are willing to pay 10 per cent more for sustainable products alone. Brands need to rethink of ways to cater to them, and the Metaverse seems to be the way to do it.