

WOMEN BUSINESS LEADERS



SHAPING INDIA'S FASHION INDUSTRY



Rapport x Sole Search collaborative store unveiled

Rapport x SoleSearch collaborative store was recently launched in Hyderabad. This collaboration between SoleSearch, street culture brand, and Rapport, Hyderabad's first multi-designer shoe boutique, has set a new standard for sneaker destinations in the city. The store is located in Jubilee Hills and spans over 900 square feet.

As per the brand, the store offers an immersive experience for sneaker enthusiasts and fashion-forward individuals. Drawing inspiration from the unique aesthetics of both Rapport and SoleSearch, the store's design seamlessly blends elements from both brands, creating an upscale and vibrant atmosphere. The space also incorporates pop culture street elements inspired by the world of basketball.

The collaborative store showcases an unrivaled selection of the most sought-after sneakers and street culture brands. International favorites like Air Jordan, Yeezy, Crocs, and exclusive collaborations with Dior, Tiffany, Off-White, and Travis



Scott are available to shoppers. Visitors can also explore iconic international brands such as Supreme, Fear of God Essentials, Sneaker Lab, Crep Protect, alongside a thoughtfully curated selection of homegrown Indian streetwear labels like Valkyre, Rising Among, Woi Woi, and Freeze The Youth.

Teja Bodepudi, the founder and chief innovator of Rapport, said "At Rapport, our mission has always been to offer an unparalleled shoe-buying experience to our customers. Partnering with SoleSearch allows us to elevate our offerings."

Apparel Group's fashion brand R&B opens outlet in Calicut



Retail fashion brand, Rare and Basics (R&B), owned by Apparel Group, has opened its latest outlet at Gokulam Galleri Mall near Federal Tower, Arayidathupalam, Calicut in Kerala. This is the brand's second store in Calicut and its 10th in India. The first R&B store in Calicut is located at HiLite Mall.

"We are delighted to announce the opening of Apparel Group brand R&B's newest store in Gokulam Galleria Mall, making it the second store in Calicut, and the 10th in India," the company

announced on social media. Apparel Group launched R&B in October 2012 at the Muscat Grand Mall in Oman and currently operates around 70 stores across seven countries including India, Oman, UAE, Qatar, Bahrain, Kuwait, and Saudi Arabia.

According to the brand's website, the name R&B is a combination of two words, Rare and Basics. While Rare stands for fast fashion, Basics denotes products that never go out of stock. A typical R&B store houses six sections: kids fashion, women's fashion, men's fashion, lingerie, footwear, accessories, and impulse-buy products.

In India, R&B is present at Forum Sujana Mall and L&T Musarambagh in Hyderabad; Commercial Street, Lulu International Shopping Malls, and Mantri Square Mall in Bengaluru; and L&T Punjagutta in Hyderabad, Telangana among other locations.

Rareism opens outlet in Mumbai

Rareism, a women's fashion brand recently launched its latest outlet in Mumbai. The store spans 800 sq. ft and is located at Oberoi Mall.

Speaking on the launch, Sameep Pathak, CEO, Oberoi Mall, said, "Rareism celebrates each woman's remarkable beauty and originality, adding to the allure of Oberoi Mall, where we try to curate a varied array of products catering to our discerning customers. It wonderfully captures the essence of modern fashion. We are thrilled to welcome them."

The Oberoi Mall is located at Goregaon (East) on the Western Express Highway and offers almost 5.52 lakh sq. ft. of fashion, food and leisure. Owned by the real estate development company, Oberoi Realty Ltd., Oberoi Mall offers facilities that include two levels of the basement with a parking capacity for approximately 1,000 vehicle parking, a large central atrium with natural light, elevators and escalators for internal circulation, central air-conditioning, and an integrated building management system.

The Mall houses brands like Zara, Marks & Spencer, Lifestyle, Sephora, SSBeauty, Forevermark, Tanishq, GKB Opticals, Croma, Unicorn, Nike, Puma, Asics, Levi's, Starbucks, Allen Solly, Helios, Ethos, The Bombay Store, The Souled Store, Fabindia, Timeszone, Play N Learn, PVR Icon, Social, MOD, McDonald's and so on. Mall also caters to entertainment brands like Timezone, Play N Learn, a PVR Icon with six screens and a play house dedicated to kids.

House of Rare's Rareism was founded in 2016. The fashion label launched its first flagship store at VR Mall in Whitefield.



Manyavar teams up with Marvel



Manyavar, a men's celebration wear brand, recently launched a limited edition collection, 'Legendary Celebrations', in collaboration with Marvel. It is Manyavar's first Marvel-inspired collection of Indian wear outfits that highlights the captivating world of Marvel and the distinctive styles of Manyavar.

As per the brand, the collaboration between them and Marvel was inspired by the global blockbuster Marvel Studios' film, Black Panther which made the character a fan favorite. During the memorable coronation scene, King T'Challa dons an exquisite outfit which had similarities with Indo- Western outfits that inspired chatter on social media amongst fans of Manyavar in India for a collaboration. That is how Legendary Celebrations came about.

The brand further states that the "Legendary Celebrations", the Marvel-inspired collection by Manyavar, features beloved Marvel characters paired with Manyavar's commitment to impeccable design and craftsmanship. Each piece in this collection is intricately designed, drawing inspiration from the personality of iconic Marvel Super Heroes such as Iron Man, Black Panther, Captain America, and Thor who have captured the hearts of millions of fans worldwide.

On the occasion of the launch, Vedant Modi, Chief Marketing Officer of Vedant Fashions Limited said, "With great honor and pride, we announce our most unique collaboration with Marvel, that merges the worlds of fashion and fantasy and brings to you the Legendary Celebration. Who knew comments on social media would prompt us to create such an inspiring collection with Marvel. Our Manyavar loyal community has been the driving force behind this collaboration."

Good Fashion Fund partners with Sri Kannapiran Mills in India

The Good Fashion Fund, the Laudes Foundation and the Fashion for Good initiated fund, has made an investment in Coimbatore-based Sri Kannapiran Mills Limited, a leading Indian producer of cotton yarn and sustainable denim fabrics.

The \$ 2.5 million loan will support Kannapiran Mills' investment in the replacement and expansion of key sustainable equipment in two of their spinning factories (KG Naidu Mill, Balaji Mill) and a denim fabric weaving and processing factory (KG Fabriks). Within the denim weaving and fabric production process, the investment will add capacity to the existing airjet looms and replace fabric singeing equipment.

Speaking on the partnership, Srihari Balakrishnan, Managing Director of Sri Kannapiran Mills Limited, "We are delighted to be working with Good Fashion Fund and this investment helps



us dig deeper into sustainable practices. The positive impact investment will help our company nurture growth and make it stronger. We continue to be an example in sustainability for other denim manufacturers and this investment will help us move to the front and center of sustainable fashion,"

The Good Fashion Fund (GFF), is initiated by Fashion for Good and is a collaboration between Laudes Foundation, The Mills Fabrica and FOUNT complemented by Rabobank as lender to the fund.

Triumph appoints Ankur Damani as Commercial Director

Triumph International, the Swiss lingerie brand and a global leader in the intimate apparel industry, has announced the appointment of Ankur Damani as the Commercial Director for India and Sri Lanka. In his new position, Mr. Damani will play a key role in driving growth for Triumph Lingerie by developing a robust business strategy aimed at boosting sales and maximizing retail net profit in the Indian market.

This strategic move emphasizes the brand's commitment to establishing a strong foothold within India's



lingerie and innerwear market. Damani is an experienced business leader who has demonstrated exceptional leadership in various retail categories possesses a proven track record of successfully launching and scaling consumer brands across multiple channels, with a deep understanding

of global best practices and international markets.

Bringing over 18 years of experience across a diverse range of international and Indian brands, Damani will spearhead efforts to achieve three-fold growth in the coming years. He will be responsible for overseeing annual revenue and P&L driving Triumph's next chapter of growth in India and Sri Lanka. He started his career at Reebok, where he spent five years driving retail operations, sales, and key account management. Notably, he was a key stakeholder in rolling out Adidas Global Retail Training & SOPs in India.

Indian Domestic Garment industry anticipates 20% surge in festive retail sales



According to the Clothing Manufacturers Association of India (CMAI) the Indian apparel market has grown by between 15-20% in FY2023 to reach an estimated size of Rs. 7.80 lakh crore.

“The organized segment of the market is projected to encompass approximately 25-30% of the total share. Prominent brands like Shoppers Stop, Reliance Trends, Lifestyle, V-Mart, and others are actively extending their

presence and swiftly expanding their footprints into Tier-2 and Tier-3 markets,” Rahul Mehta, Chief Mentor, The Clothing Manufacturers Association of India (CMAI), said.

Rajesh Masand, President, The Clothing Manufacturers Association of India (CMAI) added, “Since the start of the year, the garment industry has been grappling with a certain slowdown with moderate growth of 5-6% in garment retail sales on average. Numerous

brands and manufacturers have experienced a 10-15% downturn compared to the previous year. Despite these challenges, there is optimism surrounding the forthcoming festive season, as the demand for apparel is anticipated to be robust.”

CMAI recently hosted the 77th edition of the National Garment Fair (NGF 2023) in Mumbai. The four-day event witnessed over 35,000 visitors including national and regional retailers, distributors, and wholesalers. Spread across 8,00,000 sq.ft., the National Garment Fair 2023 (NGF 2023) saw the participation of more than 1200 brands presenting a diverse range of womenswear, menswear, and accessories at the Bombay Exhibition Nesco Complex in Goregaon East, and the kidswear exhibition at the Jio World Convention Centre in Bandra Kurla Complex (BKC).

Established six decades ago, the Clothing Manufacturers Association of India (CMAI) is the representative association of the Indian apparel industry having over 4000 members and serving more than 20,000 retailers. Its membership consists of manufacturers, exporters, brands, and ancillary sector. CMAI is the only Indian association representing the entire Indian Apparel Industry and trade on prestigious international forums such as International Apparel Federation (IAF) headquartered in the Netherlands.

Absolut X Huemn celebrate diversity

Absolut, a trailblazing brand recently announced its collaboration with Huemn, a streetwear label. This collaboration represents a union between two brands that embrace progressiveness, inclusivity, and the celebration of diverse narratives.

It reflects Absolut’s belief in meaningful partnerships to create better together, to create a more open world. Absolut has always been at the forefront of cultural conversations, championing initiatives that support a colorless world by breaking barriers and celebrating differences. Huemn, known

for its fearless approach to storytelling and imagery, goes beyond conventional boundaries by blurring the gender binary, highlighting diverse narratives, and fostering an inclusive environment that empowers individuals to express themselves authentically. With this collaboration, Absolut further solidifies its position as a vanguard brand that drives change and shapes the zeitgeist.

Pulkith Modi, Head of Marketing- International Brands, Pernod Ricard India, said, “Absolut has always believed in a world without

biases and has a legacy of working with pop culture to encourage different forms of creative expression. We are glad to collaborate with HUEMN to offer a collection that cultivates a spirit of inclusivity and diversity, fostering values that lie at the core of our brand’s principles.”

Pranav Misra, Co-founder & CEO, Huemn, said “The collaboration between Absolut and HUEMN is a celebration of creative expression and the power of inclusivity. The collection will showcase innovative designs that challenge norms.



Purple introduces beauty brand Dr.Pawpaw

Purple recently introduced UK's award-winning beauty brand Dr.PAWPAW to the Indian market with the exclusive launch of the brand on Purple.com. As per the brand, the award-winning, multi-tasking lip and skin care products from Dr.PAWPAW are cult favorites across the world, and now, beauty enthusiasts in India can get their hands on the entire range exclusively on Purple.com.

The brand further states that Dr. PAWPAW has been recognized at more than 20 global beauty awards, including the ASOS Beauty Awards, PURE Beauty Awards, and Look Beauty Awards amongst others. With this exclusive launch on their platform, Purple continues to pave the way to making beauty accessible by bringing unique international products to the Indian market.

Commenting on the exclusive launch, Nippun Aneja, Chief Business Officer, Purple.com, said, "Over the last two years, Purple has consistently added some of the biggest and most well-known global beauty brands to its roster, in line with evolving consumer preferences and trends in the country. Our partnership with Dr.PAWPAW marks another milestone in bringing beauty for all,"

Founded in 2012, the Purple Group is one of India's leading omnichannel beauty destinations. A strong platform with 1000+ listed brands, 60,000+ products, and 7 million+ monthly active users. Purple expanded in 2022 with 6000+ offline touchpoints and 8 exclusive stores. With an annualized GMV of INR 1400 Cr, the Purple Group is a top tech-driven beauty brand and retail platform.



Styched acquires Shark Tank

Styched, a online youth fashion brand, recently announced its acquisition of Flatheads, a D2C online casual sneaker startup that gained fame on Shark Tank India season 2. This strategic move marks Styched's first acquisition, solidifying its position as a leader in the fashion industry. The deal, structured as an all-equity transaction, represents Styched's foray into the footwear segment. Bengaluru-based Flatheads is an innovative D2C brand specializing in designing all-day wear casual sneakers for the urban audience. Notably, they are the first



Indian brand to introduce bamboo fiber shoes, catering to the unique needs of the tropical Indian climate. It raised funds from We Founder Circle, LetsVenture, and angel investors, among others.

Styched, already known as a production-on-demand

fashion apparel brand, will expand into the footwear sector with the acquisition of Flatheads. Leveraging their expertise in production, Styched plans to incorporate its production-on-demand technology into the footwear category, enabling the seamless expansion of Flatheads' existing collection.

On the acquisition Soumajit Bhowmik, CEO at Styched said "We have been following Flatheads for quite some time, and I have personally interacted with Ganesh earlier."

Fashion brand Beyoung turns profitable; clocks Rs 150 cr in 5 years



Beyoung, an online fashion brand has defied expectations and established itself as a formidable force in the fast-fashion landscape by clocking a staggering revenue of 150 Cr within just 5 years of inception. Having raised a funding of Rs 40 crore, their monthly recurring revenue has grown 3x and the company aims to touch Rs 500 crore in ARR by 2026. They have also successfully expanded their reach to 25,000 pin codes by delivering trendy and high-quality fashion offerings to customers across India and making fashionable clothing accessible to all.

As per the brand, its disruptive approach extends beyond its online presence as they are now set to open 100+ offline stores by 2023. This expansion into tier II and III cities will not only bring employment opportunities to non-metro areas but also create a positive impact on local communities by fuelling economic growth.

With its offline stores, the brand is also allowing customers to experience the firsthand quality and affordability that defines the brand. One of the key features of Beyoung is that it is the first in the industry to provide its customers with a feature that allows them to customize their own combo by selecting multiple sizes and colors/prints of a single product. Along with this, they have also introduced its innovative "Shop the Look" feature that takes convenience and personalization to new heights by offering complete outfit sets curated for different occasions. Instead of browsing through multiple categories and individual items, one can simply select a look that suits their style and preferences.

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Owing to factors such as rising disposable income, deeper internet penetration and a large young population, to mention some, India has emerged as one of the fastest growing fashion markets. Today, it's a vibrant market where global brands find themselves competing with homegrown brands. It is expected that the market will become more organized and is likely to touch \$106 billion by 2026.

However, women-owned businesses are still in the minority, and the hurdles faced by women who have embraced entrepreneurship are vast and often very different from those experienced by their male counterparts. For most women, they always have to wear more than just one hat, sometimes many. With multiple roles and the capacity to translate vision into reality, they are the captains who deal in hopes.

So who are these women who have defied odds? How did they start their journeys? What did it take them to succeed? What learning and changes have they introduced to scale or create their business or to add more value? What insightful understanding can they share with us or those who aspire to enter the market?

To present them to you, we have reached out to almost everyone in the industry to showcase the accomplishments of these top she bosses in India's vibrant fashion and lifestyle industry. Despite their hectic schedules, most of them were generous enough to share their inputs. As the industry is vast, all the profiles couldn't be featured in this issue. This edition is our sincere endeavor to celebrate and acknowledge their remarkable achievements.



“ Indian consumers are also evolving in their choices and preferences. They have a distinctive fashion sense and largely prioritize their personal preferences over perceived global trends. Moreover, we are discussing a customer base which is consuming luxury brands at an ever-increasing pace on the one hand, but also demands value for money on the other. ”

**Tim Mueller,
Chairman, AstorMueller**



At present, both the brands are housed under one roof. Given the difference in brand DNA as well the target market, will they have separate stores?

While both brands are retailed out of the same stores right now, in the longer term we intend to have exclusive outlets for each of our brands. Even presently, in the digital space, they are retailed separately.

What happened to the arrangement you had in place with Iconic Fashion Retailing?

Our extensive growth and investment plans for India needed direct focus from the company, hence we decided to set up our own subsidiary for the Indian business. If India has to become the largest market for the group in near future, it needs to be closely managed by us.

How much of the product manufacturing is done in India and how much do you import? What is the capacity of the manufacturing units here?

We were among the first few European shoemakers to recognize India's capability in shoemaking and consequently established a strong manufacturing base here since early 2000's. Currently, India is where majority of our products are made, accounting for over two-thirds of our global sourcing and growing.

One of your taglines is 'Latest from Europe'. Do all those designs that work in Europe work in India as India is quite a diverse market or do you tweak them?

Owing to differences in weather, foot type and fashion preferences, a certain level of customization is necessary for the Indian market. So, while a significant part of our collection is common across Europe and India, we do design shoes specifically for the Indian market.

Kindly discuss some of the technologies that you have introduced in your latest product offering.

AstorMueller is where Tech Meets Shoe Excellence, and we regularly introduce special technological features. Some of our features include: Air series: A high-grade soft outsole material that makes the shoes super light; Flex city: A flexible and abrasion-resistant sole, for a comfort when walking and ; Genial Insole: High-Tech insole specially made for soft walking and optimum shock absorption.

How important a role does sustainability play at AstorMueller? Please share.

AstorMueller is highly committed to sustainability and environmental compliance. European standards are one of the best in world when it comes to sustainability, and we strictly follow all applicable environmental laws and regulations. We also ensure that all our suppliers follow these regulations through our Code of Conduct, which is a non-negotiable requirement. They have to use natural resources as efficiently as possible.

What total store count are you eyeing in 2023? What's your non-metros strategy?

We are resolute in establishing a strong presence in the Indian market and we intend to establish a robust retail presence in the top 10 cities over the next 18 months. This would obviously include important non-metro cities like Pune, Chandigarh, etc. We have already opened a store in Indore as it is a rapidly growing market with huge potential and are working on several cities like it across the country.

What was your last turnover and what figure are you expecting?

This is just the first year of our retail operations in India and we expect it to become the single largest market for the group in near future.

How much does India contribute to your overall revenue?

The India business today is a start-up within a 100-year-old organization. However, we expect it to become the single largest market for the group before the end of this decade **60f**



A FUSION OF TRADITION AND MODERNITY

Known for his contemporary and innovative designs rooted in traditional Indian craftsmanship, Bikaner-born Punit Balana's creations often reflect the rich cultural heritage of his home state, Rajasthan. Today, his eponymous label is a name to be reckoned with in the fashion industry.

Karan Nangia

With wider acceptance, increased disposable income, more women joining the workforce, the transformation of traditional clothing to modern design, the Indian ethnic wear market has grown, and as a result has spawned several brands and designers over the past few years. Among the fleet of fashion designers is Bikaner-born Punit Balana who started his fashion journey almost 22 years ago. Known for his contemporary and innovative designs rooted in traditional Indian craftsmanship, his creations often reflect the rich cultural heritage of his home state, Rajasthan.

The beginning

The arts graduate showed no interest in his father's plaster of paris business, and always thought of textile and fashion. "I started working in 2001 and moved to Jaipur in 2007. I used to be fascinated by any sort of fashion trend, even movies, and always wanted to create something new and have done block printing all my life. I am a fashion freak and the city of Jaipur and its craftsmanship inspire me immensely," says Balana.

He launched the eponymous brand in 2015, and the same year its first 1,200 sq ft store was opened at Jaipur's Civil Lines with the collection called Shahi Darpan. The second 1,250 sq ft store was launched in 2019 at Mumbai's Kala Ghoda with another collection, Ravari, which is still, he says, one of my most successful collections. He has showcased his collections at prestigious fashion events and platforms in India, including Lakme Fashion Week and India Couture Week and has a strong connection with Bollywood.

Rise in fashion industry

Today, the brand has gained prominence in the fashion industry with unique design sensibilities, he asserts. "My designs are known for fusing traditional and modern aspects by combining traditional



“I used to be fascinated by any sort of fashion trend, even movies, and always wanted to create something new and have done block printing all my life. I am a fashion freak and the city of Jaipur and its craftsmanship inspire me immensely.”

Punit Balana

Indian textiles, patterns, and embroideries with contemporary silhouettes.” Balana is also known for his contribution to the revival and reinvention of traditional Indian textiles and crafts. With a deep connection to Jaipur, he says he wants to showcase ‘the opulence and craft legacy of the city’ through his creations. My work celebrates the rich heritage of India while catering to the contemporary fashion preferences of a global audience, he stresses.

Latest store and collection

The brand recently entered Delhi with the launch of its third 950 sq ft store at Dhan Mill, Chattarpur where the collection, titled Chaap, was showcased. The designer maintains that the latest collection is inspired by the rich heritage of his home town, Bikaner and unique wax printing technique called maum ka chhaap, translated as ‘imprint of wax’. It is a very unique technique

that too with imprint. The collection is a reflection of me, a signature with new-age shapes which is appealing to a wide range of fashion enthusiasts.”

Manufacturing, sustainability and demand

The brand sources all raw materials from Banaras, but the printing and dyeing is done in Jaipur where his factory is. On sustainability, Balana claims that the brand has started taking small initiatives like making bags out of waste material, and more are underway.

On market and demand, I would consider the US as my strongest market and also receive online orders from the UK, Canada and UAE, he shares. Back home, the label’s robust demand comes from Mumbai, Kolkata, Hyderabad, Surat, Jaipur and Ahmedabad. Our retail stores give us more business than



of block printing, where the quintessential wooden block is replaced with a metal block and the metal block is filled with wax and is printed on text and sprinkled with gold. So the idea is, he maintains, to reinvent this age old art in his signature silhouettes. As for the collection, it offers classic pieces for everyone with a tasteful fusion of tradition and modernity, and includes kalidar anarkali with an embroidered yoke, short kurtas paired with gheraras, three-piece sets with cowl skirts and handkerchief crop tops, and gauzy organza sarees, he explains.

Expressing his elation, he says, “It was a dream come true to put my work on the map and showcase it. This collection features a harmonious blend of modernity and tradition, offering timeless pieces for everyone. I am thrilled to come to Delhi and

online sales as I feel the consumers love to feel the textile, see the product and see how it falls on the body before buying it, he maintains.

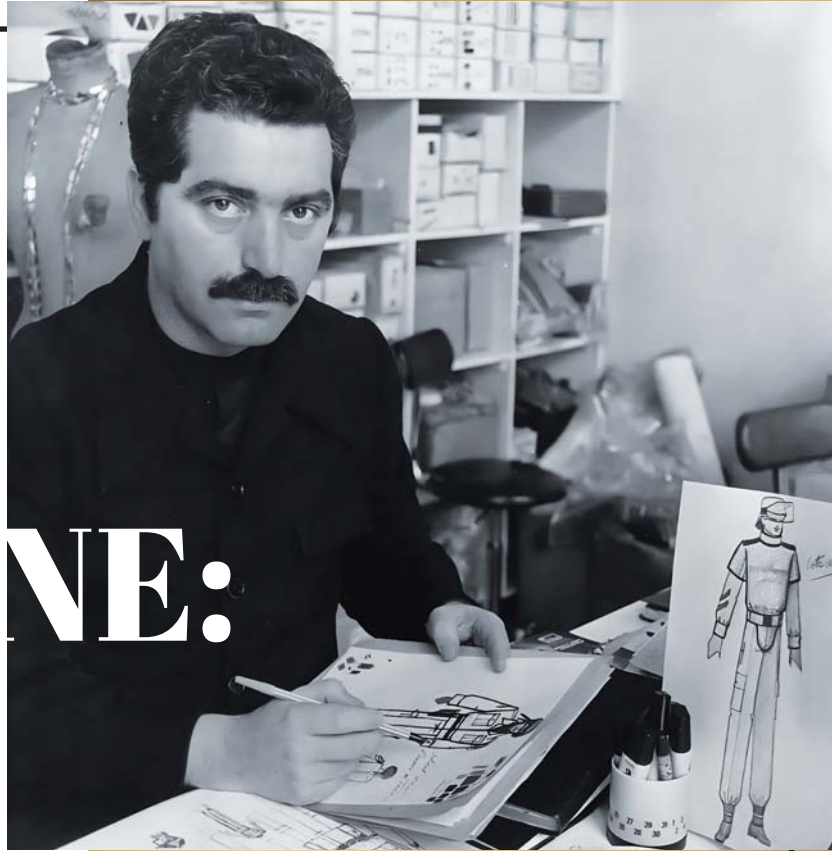
The market

According to a Statista report, the ethnic wear market in India was in excess of Rs. 925 billion way back in 2018, and it is projected to grow to a whopping Rs. 1.7 trillion by the year 2023. On its positioning and plans, Balana says, “We have now 3 stores, including Delhi, and are planning to target markets like Bengaluru and Kolkata in near future. India is a beautiful market and the retail industry is growing. Indian designers are far better than their western counterparts and their contributions are outstanding. I see myself working on different skills, different crafts, different techniques and continue to contribute my bit to this growing industry.” **BoF**



PACO RABANNE:

The Master Couturier



“Paco Rabanne, a visionary Spanish fashion designer, redefined style in the 1960s with avant-garde pieces made from unique materials like metal, fur and paper. His pioneering designs, including costumes for ‘Barbarella’, made a lasting impression on the fashion world. His brand maintains its creative edge, harmonizing artistry and opulence across apparel and scents.”

1934

Francisco ‘Paco’ Rabaneda Cuervo, more commonly known by his alias Paco Rabanne, was a fashion designer born on 18 February 1934 in Saint Sebastian, Spain. He fled from Spain to France with his mother as an infant during the Spanish Civil War. It was his mother - who worked as the chief seamstress at Balenciaga - that gave him the nickname Paco. Rabanne was interested in architecture as a teenager and he went on to study it at the Ecole National Supérieure des Beaux Arts in Paris where he met many other artists in the industry. There, to finance his studies, he began producing accessories for couturiers and became involved in the artistic movement at the time.

1960s

In the 1960s, Rabanne began creating jewellery for Givenchy, Dior, Balenciaga, Nina Ricca, Pierre Cardin, Courreges and others. He made his connections in the industry through university as well as support from his mother. In 1965, Rabanne began his career as a designer by presenting his first collection in Paris called the ‘The Unwearables’ - a collection consisting of 12 otherworldly dresses and including his first plastic dress. Rabanne over the years became known for using unconventional material such as metals and plastic, he built this identity over multiple decades and stuck with it from his very first collection till his retirement.

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