

BOARD

Editor-in-Chief: Amitabh Taneja

Editorial Advisor: R S Roy

Publisher: S P Taneja

CEO: Nikhil Behl

EDITORIAL

Editor: Surabhi Khosla

Reporter: Sanya Arora

CREATIVES

Art Director: Pawan Kumar Verma

Sr. Layout Designer: Prakash Jha

PRODUCTION

Sr. General Manager: Manish Kadam

SUPPORT

Sr. General Manager- Administration
Rajeev Mehandru

ADVERTISING

Chief Operating Officer: Lokesh Chopra
lokeshchopra@imagesgroup.in

DELHI

General Manager: Ramesh Behl
rameshbehl@imagesgroup.in

MUMBAI

General Manager: Dinesh Balan
dineshbalan@imagesgroup.in

BENGALURU

Vice President: Suvir Jaggi
suvirjaggi@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

Sr. Manager: Priti Kapil
pritikapil@imagesgroup.in

IMAGES MULTIMEDIA PVT. LTD.
(CIN: - U22122DL2003PTC120097)

REGISTERED OFFICE: S-61 A, Okhla
Industrial Area, Phase II, New Delhi 110020
Ph: +91-11-40525000, Fax: +91-11-40525001
Email: info@imagesgroup.in,
www.imagesgroup.in

MUMBAI: E 517, Floral Deck Plaza, Central MIDC
Road, Opp SEEPZ, Andheri East, Mumbai 400 093
Email: info@imagesgroup.in
Ph: 022-28398000



Cover Courtesy:
U.S. POLO ASSN.

CONTENTS



Fashion Retail Digest

- 8 NEW COLLECTION**
Discover the latest collection updates from the fashion industry.
- 10 NEW STORE**
Find out the new retail points, from Salman Khan's Being Human Clothing to Canadian lingerie retailer La Vie En Rose in the industry.
- 22 NEWSBREAKERS**
From Sephora partnership with Reliance Retail Ventures to Snitch's offline expansion, read the news that matters.



Research

- 26 THE INDIAN KIDSWEAR MARKET:**
An Industry Report by Pakhi Saxena, Head Retail CPG, Wazir Advisors highlights the willingness to invest in high-quality and stylish clothing for children, strongly contributing to the market's growth
- 30 WGSN Trends: Global Retail Analysis**
Kids' Footwear & Accessories Summer 2023 by Puneet Dudeja, Business Development Director for South Asia, WGSN
- 37 VisioNxt**
Close-To-Season' Fashion Trends:
An insight into kidswear by VisioNxt Trend Insight and Forecasting Lab

CONTENTS



40



62



82

Spotlight

40 COVER STORY
SMALL CLOTHES, BIG BUSINESS:
KIDSWEAR RETAIL COMES OUT OF
INFANCY IN INDIA

As India experiences demographic shifts and an increasing focus on children's well-being and fashion consciousness, the kidswear retail segment finds itself at the intersection of style, functionality, and cultural nuances

50 FROM CARTOONS TO CLOSETS:
Decoding Character Licensing
in Indian Kidswear

As per Licensing International, India ranks 18th in the world in the licensing industry with \$1,864 million in retail

54 Sustainability In Kidswear:
Nurturing a Greener Future
for the Little Ones

The surge in demand in kidswear comes with its own set of challenges, especially concerning sustainability in manufacturing

Centerstage

62 A LOOK AT FASHION RETAIL'S
GENERATION NEXT AND ITS LEGACY OF
TRANSFORMATION & INNOVATION

64 Akshit & Rajat Batheja,
Blueman Collections

66 Akshay Kapoor,
Director, Kapsons Group

68 Jaiwant S Dhingra,
Director of Marketing & Business
Development, Numero Uno Clothing Ltd.

70 Karan Satra,
Re-Channel Fashions

72 Rohit, Rajat & Rahul Aggarwal,
Directors, Creative Line International
Pvt. Ltd.

74 Sara Sethia,
Director, suCCess Menswear

76 Shitanshu Jhunjhunwala,
Director, Turtle

78 Shivam Gadodia,
Creative Director, Zoop Men

80 Sidharth Grover,
Director, Groversons India

fashion fisheye

82 YOUNG TRENDS:
HOW USPA KIDS NAVIGATES THE
COLOURFUL LANDSCAPE OF KIDSWEAR
RETAIL IN INDIA

85 DA MILANO UNVEILS NEW PREMIUM
LEATHER GOODS BRAND, JOE & MELLON

86 SUSTAINABILITY, INNOVATION MAKES
PURPLE UNITED KIDS A TRAILBLAZER IN
THE INDIAN KIDSWEAR MARKET

88 LES PETITS:
INTEGRATING TECHNOLOGY &
SUSTAINABILITY TO BRING LUXURY
FASHION TO KIDS

92 PUMA:
ENGAGING KIDS THROUGH SPORTSWEAR

94 BEYOND JUST FASHION: TWINNING TO
FOSTER FAMILIAL BONDS