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

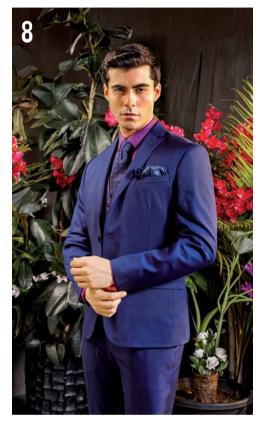
Sr. Manager: Priti Kapil pritikapil@imagesgroup.in

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

CONTENTS





Fashion Retail Digest

8 NEW COLLECTION

A glance at new collections, latest designs launched by brands and retailers which are taking the Indian fashion scene by storm

10 NEWSBREAKERS

From Credo Brands Marketing's stock debut to Birla Cellulose's collaboration with Algaeing for an innovative algae-powered fiber, read the news that matters

13 NEW STORE

A look at how many retail points have been added this month – from Arrow's new identity stores to Singapore-based streetwear brand Limited Edt's entry into the Indian market

COVER STORY

20 IFF CURTAIN RAISER

INDIA FASHION FORUM 2024: LET'S MAKE FASHION BUSINESS GREAT AGAIN

India Fashion Forum is India's biggest fashion intelligence event, a powerful blend of conference sessions, workshops and masterclasses.

As we gear up to welcome 23rd edition of the India Fashion Forum on February 21-22, 2024, here's a re-cap of what happened last year and a glance at the exciting line up of speakers, events and conferences lined up for this year

CONTENTS







Technology

30 SUPPLY CHAIN

Tata Consultancy Services'
Senthil Kumar Balraj writes on why a Bimodal Supply Chain is the future of fashion retail and how digital technologies like AI, Generative AI, RFID, Robotics and ML will be key enablers in setting them up

34 TREND FORECASTING

Visionxt at NIFT has successfully designed an indigenous trend forecasting system called Deep Vision using both Artificial Intelligence and Emotional Intelligence

Spotlight

36 BRAND NEWS

100 U.S. Polo Assn. Legends Launch Brand's State-of-the-Art Store in Goa, which sports a refreshed brand identity and promises an immersive polo experience

38 CEO SPEAK

Sustainable Startups: Navigating Eco-Friendly Practices in the Fashion Industry by Nishant Kumar, CEO, Earthy Tweens

40 PRODUCT MANAGEMENT

Threads of Innovation: How Harita Choudhary Kaul Weaves a Product Roadmap for Benetton India

fashion fisheye

- 43 BRAND EXCELLENCE Decoding Madame's Retail Strategy
- 46 BEAUTY RETAIL
 SSBeauty is a One-Stop-Shop for All
 Beauty Brands: Biju Kassim, President
- 48 ETHNICWEAR
 Sagarika Ghatge's Vision for Akutee is
 3-5X Growth
- 52 SUSTAINABILITY
 Nappa Dori's Evolution into a
 Sustainability-Led Luxury Brand
- 56 SPORTSWEAR JQR Sports Steps Ahead of the Curve
- 60 ACCESSORIES
 ORRA To Open 24 Stores in 2024: Dipu
 Mehta, Managing Director