

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