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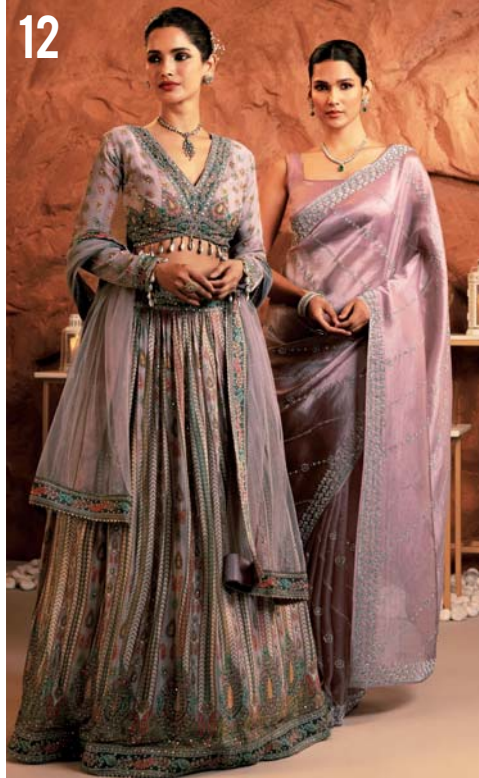
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# CONTENTS



## Fashion Retail Digest

### 12 NEW COLLECTION

A glance at the new collections that are making waves in the Indian fashion retail industry: Monte Carlo's new winter collection, Soch's 2024 wedding collection, and more

### 16 NEW STORE

A surge of new store openings, from Lacoste's southern India expansion with latest Hyderabad store to Wrangler making moves beyond tier-1 cities with 6 new stores

### 20 NEWSBREAKERS

A look at the latest headlines in India's fashion retail scene: Vineet Gautam steps down as CEO & Country Head of BESTSELLER India, acquisition of kidswear brand Gini & Jony by Suditi Industries

## Research

### 24 THE GROWING KIDSWEAR MARKET IN INDIA: TRENDS, INSIGHTS, PROJECTIONS

*Madhulika Tiwari, Partner, Retail & Consumer Goods; Parmesh Chopra, Head Content Writer; Technopak Advisors*

### 32 SMALL THREADS, BIG STYLE: EXPLORING THE KIDSWEAR MARKET IN INDIA

*Ambuj Gupta, Group Manager, Consumer & Retail; Riya Tyagi, Business Analyst; Jagrit Vohra, Analyst; 1Lattice*

### 38 ENHANCING FASHION RETAIL WITH AUTHENTIC SOCIAL CONTENT: A CONSUMER-DRIVEN APPROACH

*Zarina Lam Stanford, Chief Marketing Officer, Bazaarvoice*

### 42 VISIONXT: 'CLOSE-TO-SEASON' FASHION TRENDS

*An Insight into Kidswear Trends by NIFT VisioNxt*

# CONTENTS



## Cover Story

### 46 SMALL SIZES, BIG BUSINESS: TRENDS, GROWTH & OPPORTUNITIES IN THE INDIAN KIDSWEAR SEGMENT

With over 30% of India's population under 15 years, the demand for kidswear remains healthy. Several kidswear brands have emerged in India in the past two years, with the likes of Includ, Cuddles for Cubs, Little Pockets Store and Greendigo; reflecting the growing demand for stylish, sustainable, and functional children's apparel. Valued at over ₹1.45 lakh crore (2023 estimates), the kidswear segment is projected to grow at a CAGR of 8-10%, outpacing other apparel categories...

*Sandeep Kumar*

## Fashion Fisheye

### 52 PURPLE UNITED KIDS: REDEFINING PREMIUM KIDSWEAR IN INDIA

Purple United Kids is set to scale new heights with its ambitious plans to open 100 new stores in the next two years. By targeting high-footfall tier-2 and tier-3 cities, the brand aims to make premium kidswear accessible to a broader audience...

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### 54 KALATMAK SPATIAL SYSTEMS: REDESIGNING SPACES WITH DESIGN AT ITS CORE

Rajesh Sharma was instrumental in re-imagining a general interior contracting company into a customised furniture manufacturing firm. He has helped the company achieve more prominence, win industry awards, and build long-lasting relationships with retail brands, which are increasingly relying on Kalatmak to replicate their visual identity across stores and cities...

*Jasminder Maolankar*

## Spotlight

### 58 ZOIYA: A REVOLUTIONARY LEAN TOWARDS SUSTAINABLE FASHION

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### 62 MYNTRA'S WINTERWEAR STRATEGY REDEFINES CUSTOMER ENGAGEMENT

*IMAGES Business of Fashion*

## IFF Sustainability Conclave

### 65 DO CONSUMERS PAY ATTENTION TO SUSTAINABILITY?

In a critical session led by Rishi Suri, Business Development Director (South Asia), The LYCRA Company, renowned panelists dissected whether consumers truly pay attention to sustainability claims and identified best practices for effective communication...

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## Profiles

70 MI ARCUS

72 DUKE

74 TAIGA