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Fashion Retail Digest

10 NEW COLLECTION

A glance at the new collections from the fashion world bringing an exciting wave of style and innovation. Wacoal India unveils its SS'25 collection, blending comfort with contemporary designs, while Louis Philippe introduces its 'Moods of Summer' collection in Delhi, capturing seasonal elegance. ONLY collaborates with Peanuts for a nostalgic streetwear collection, and Gargi by PNGS launches a stunning sterling silver collection. Bata teams up with luxury designer Geisha Designs for an exclusive footwear range, while KAZO DETAILS expands into fragrances. SELECTED HOMME, JACK&JONES, Yoho, Rare Rabbit, and Numero Uno also unveil their Spring/Summer 2025 collections, redefining fashion for the season.



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14 GENERATIONAL FUTURES: WINNING OVER THE OVERLOOKED FRINGE DEMOGRAPHICS

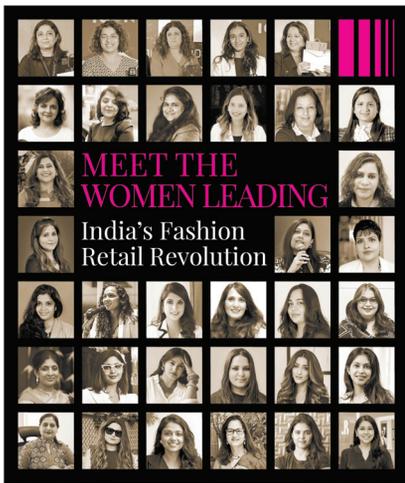
By understanding these micro-generations, brands can unlock powerful insights, refine their strategies, and engage consumers in ways that feel both relevant and personal. In an era where customisation and hyper-personalisation define brand loyalty, catering to these nuanced identities is key to staying ahead in an ever-evolving market.

Puneet Dudeja, WGSN

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An insight by Ministry of Textiles and National Institute of Fashion Technology.

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CIRCULOSE® is designed to be recycled, enabling a truly closed-loop system that minimises waste, reduces resource consumption, and supports the transition towards a more sustainable fashion ecosystem.

Dr. Anna Sammarco

Spotlight

60 RETAILGPT: THE AI DISRUPTOR TRANSFORMING FASHION RETAIL

With its ability to personalise customer journeys and optimise marketing strategies, RetailGPT is poised to revolutionise the way fashion businesses engage with their clientele.

62 TWIN BIRDS: REDEFINING WOMEN'S DAILY WEAR WITH STYLE, COMFORT, AND QUALITY

With its expansive range, Twin Birds continues to introduce new products that align with contemporary fashion trends while maintaining its core focus on quality and affordability.

India Fashion Forum 2025

64 THE EVOLUTION AND IMPACT OF DISCOUNTS IN RETAIL

What could possibly be the potential solutions including fixed dates for heavy discount sales, and identify opportunities for industry-wide collaboration to create a more sustainable and predictable retail environment.