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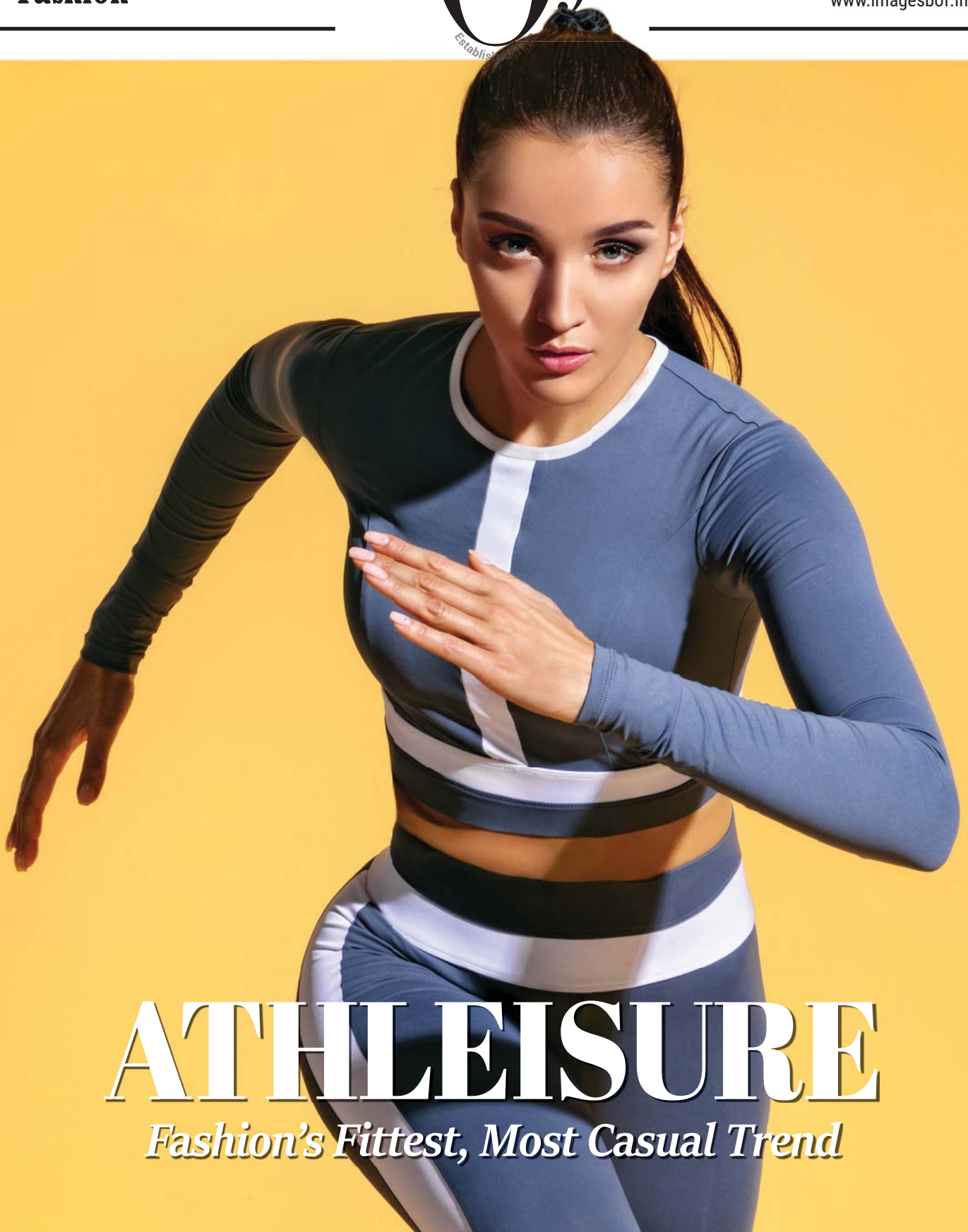
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ATHLEISURE

Fashion's Fittest, Most Casual Trend

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Dear Readers,

April has a buzz of its own. The kick off for a new fiscal cycle is always exciting and target-heavy. And FY 2024 promises to be an especially powerful year- taking off with the largest retail business event India has ever seen. Phygital retail Convention returns for its 2025 edition at the Jio World Convention Centre on May 7-8th. Join us at PRC 2025, to experience the real power of retail in India, possibly the world's most exciting consumer universe!

In an era where comfort meets confidence, athleisure has redefined how India dresses today. What began as a niche segment for gym-goers has swiftly evolved into a powerful fashion movement—reshaping wardrobes with pieces that blur the lines between activewear and everyday casualwear. This shift reflects a deeper transformation. As fitness and wellness gain prominence in daily life, Indian consumers are gravitating toward clothing that mirrors their active, health-conscious lifestyles—without compromising on aesthetics.

The numbers echo the trend. India's athleisure market hit ₹60,000 crore in 2024—outpacing forecasts—with a robust 15% year-on-year growth. Global projections suggest the trend is far from peaking, with the international market expected to reach USD 662.56 billion by 2030.

What's driving this surge? A booming e-commerce ecosystem, social media influence, and increasing global exposure have made fashion more accessible and inclusive. The April edition of IMAGES Business of Fashion delves into the dynamic world of athleisure and urban casual wear. No longer just a passing trend, athleisure has firmly established itself as a lifestyle choice. This evolution marks the dawn of a new era in style—one that promises to redefine everyday dressing for years to come.



Amitabh Taneja

Casualwear & Athleisure Market in India 2025

The New Face of Everyday Fashion

The Indian athleisure sector, valued at \$13.15 billion in 2024, is projected to hit \$21.25 billion by 2033, growing at 5.5% CAGR.

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

The Indian casualwear and athleisure market has undergone a radical transformation, fuelled by shifting consumer lifestyles, digital retail expansion, and a growing emphasis on health and sustainability. What was once reserved for gym sessions has now seamlessly blended into daily wardrobes, from office spaces to social gatherings.

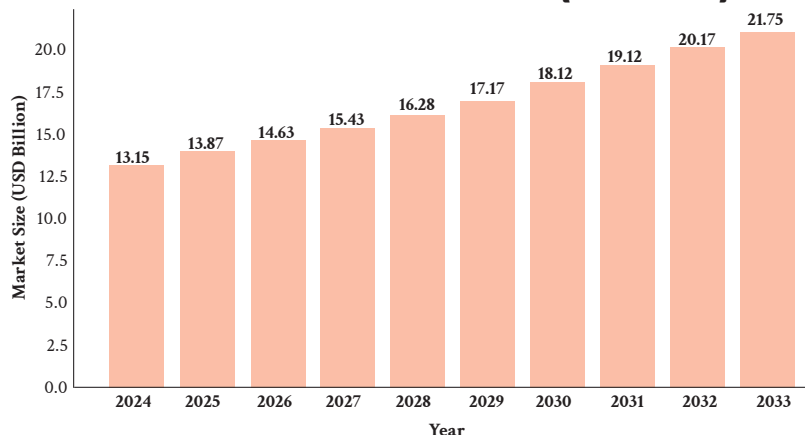
This evolution is reflected in the market's numbers—the Indian athleisure sector, valued at \$13.15 billion in 2024, is projected to hit \$21.25 billion by 2033, growing at 5.5% CAGR.

The sports and athleisure retail market alone is expected to touch ₹402 billion by 2025, proving that this segment is far from a passing trend.

The Forces Driving Athleisure's Rise: A Culture of Health and Fitness

Fitness is no longer just a lifestyle choice—it's a movement, and it's reshaping fashion. From morning joggers in metro parks to weekend treks and pilates classes, Indians are embracing active living like never before. The pandemic ignited a surge in home workouts and digital fitness programmes, encouraging consumers to invest in performance-driven activewear.

Growth of the Indian Athleisure Market [2024-2033]





This shift has propelled homegrown brands like HRX by Hrithik Roshan and BlissClub, which seamlessly blend style with function, catering to fitness-conscious millennials. The demand extends beyond sportswear—people want moisture-wicking t-shirts for brunch, compression leggings for long flights, and even yoga-inspired loungewear for casual outings.

It's no surprise that the Indian fitness industry is expanding at a CAGR of 9.3% (2023-2028), with brands racing to offer innovative designs that complement this movement.

Nike and Adidas continue to dominate, but local players are carving out their niche, offering affordability and inclusivity in a market that's growing by the day.

From Boardrooms to Cafés: The Casualisation of Workwear

Corporate India has undergone a quiet revolution in dress codes. The rigid formals of pre-pandemic offices have given way to hybrid styles, where comfort and professionalism coexist. Walk into any co-working space in Mumbai or Bengaluru, and you'll see professionals pairing polo tees with tailored joggers, relaxed blazers over sweatshirts, and slip-on sneakers replacing traditional leather shoes.

Decathlon India and Jockey (Page Industries) have tapped into this space, launching collections that cater to the working professional who doesn't want to compromise on comfort.



With an increasing demand for durability, modularity, and emotional connection in fashion, the S/S 26 narrative is one of seamless transitions, where elevated basics, expressive playfulness, and performance-driven design blur the lines between sport, leisure, and daily wear.

Beyond the Gym

The Future of Athleisure and Casualwear for S/S 26 Globally

By Puneet Dudeja, Director - Business Development, South Asia, WGSN

As the fashion industry moves towards Spring/Summer 2026 (S/S 26), athleisure and casualwear are already making waves, reflecting a shift in how consumers approach style, function, and innovation. No longer confined to workout spaces or off-duty moments, these categories are evolving into lifestyle essentials—redefining everyday wardrobes with a balance of comfort, versatility, and technological advancement. This research piece explores the key trends shaping the season, from the refinement of core classics to the resurgence of nostalgic aesthetics and the rise of climate-responsive materials. With an increasing demand for durability,

modularity, and emotional connection in fashion, the S/S 26 narrative is one of seamless transitions, where elevated basics, expressive playfulness, and performance-driven design blur the lines between sport, leisure, and daily wear.

Elevated Essentials: Refining Core Classics

A major shift for S/S 26 is the emphasis on reworking rather than reinventing. The concept of “Extra-Ordinary” focuses on refining staple pieces to enhance their longevity, sustainability, and modularity. Consumers are increasingly prioritising investment pieces—garments that withstand time both in quality and aesthetic





How Technosport is Merging Comfort, Performance & Style to Redefine Fashion

With a strong digital presence and expanding retail footprint, the brand focuses on inclusivity, customer satisfaction, and continuous evolution to stay ahead in the competitive athleisure market.

Sandeep Kumar

As athleisure continues to redefine modern wardrobes, one brand stands out as a homegrown success story fusing innovation, inclusivity, and performance. TechnoSport is a dynamic Indian activewear brand that has rapidly gained recognition for blending high-performance functionality with everyday comfort. Catering to the growing demand for stylish, versatile athleisure, the brand offers a wide range of apparel including co-ords, joggers, and performance tees.

TechnoSport prioritises innovation through the use of advanced fabrics, such as moisture-wicking and breathable materials, while also championing sustainability by incorporating eco-friendly practices. With a strong digital presence and expanding retail footprint, the brand focuses on inclusivity, customer satisfaction, and continuous evolution to stay ahead in the competitive athleisure market, making it a go-to choice for modern lifestyles.

*In this exclusive conversation, **Puspun Maity, CEO, TechnoSport**, shares how the brand is setting benchmarks in India's activewear landscape and beyond.*

How have casualwear and athleisure permanently impacted the broader fashion industry?

Casualwear and athleisure have permanently blurred the lines between performance and everyday wear, making

Groversons Paris Beauty to Enhance D2C Platform, Personalisation, and Seamless Shopping Experience

With its emphasis on a ‘feel-good fit,’ Groversons Paris Beauty infuses the stylish loungewear category with a fresh, youthful spirit—seamlessly combining classic craftsmanship with contemporary, trend-led styles tailored for the modern woman.

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For over seven decades, Groversons Industries Pvt. Ltd. has been a name synonymous with trust, quality, and innovation in the Indian intimate wear and loungewear segment. With its flagship brand Groversons Paris Beauty, the company has redefined how women experience everyday comfort and style through their products. From woven to knitted and hosiery fabrics, Groversons Paris Beauty stands as a leading manufacturer of graceful and refined women’s innerwear and loungewear—crafted not just to fit, but to empower.



woman, the brand caters to a growing demand for breathable, versatile, and affordable essentials that celebrate individuality. With a focus on “feel-good fit,” Groversons Paris Beauty brings a fresh, youthful energy to the loungewear space—blending timeless craftsmanship with trend-forward designs for the woman who wants to look good, feel good, and own her confidence, every single day.

“At Groversons Paris Beauty, we’re redefining comfort wear with a seamless fusion of style, softness, and the perfect fit. Our focus goes beyond the basics—we aim to make every day feel like your best day. With breathable innerwear and effortlessly stylish loungewear, we ensure that whether you’re lounging at home or out and about, you always feel comfortable, confident, and effortlessly chic,” said Siddharth Grover, Director, Groversons Paris Beauty.

The New Collection

Groversons Paris Beauty’s latest Summer Loungewear Collection is a refreshing ode to comfort and chic, everyday fashion. Curated for the modern woman who embraces ease without compromising on style, the collection features an array of lightweight co-ord sets, relaxed-fit pyjamas, breezy T-shirts, joggers, and stylish nightwear sets—all crafted in breathable cotton and modal blends.



The brand nurtures this relationship through interactive social media content, including polls, styling tips, and behind-the-scenes insights, giving the audience a sneak peek into the world of Groversons Paris Beauty.

we're focused on building a robust D2C platform, enhancing personalisation, and creating a seamless shopping experience. We also plan to grow our product range beyond loungewear and intimates, stepping into seasonal collections, activewear, and everyday essentials," he added further.

The Sustainable Approach

Sustainability plays a key role in brand's approach to both production and sourcing, reflecting its commitment to responsible fashion. It is actively transitioning towards more eco-conscious practices by prioritising cotton-rich, breathable fabrics and exploring alternatives that are gentle on the skin and the environment. In the production process, the focus is on low-waste patterns, ethical vendors, and fair practices, ensuring that the brand's operations align with its sustainability goals.

While still on this journey, Groversons Paris Beauty believes that even small changes—like offering durable, versatile products and encouraging mindful consumption—can have a significant impact. "The balance between comfort, quality, and sustainability is achieved by selecting skin-friendly fabrics such as cotton blends and soft modal, ensuring a comfortable wearing experience without compromising on durability. High standards

of quality are maintained throughout, from stitching to fit, to create pieces that are not only stylish but long-lasting. In essence, Groversons Paris Beauty aims to create fashion that customers can feel good in, while also feeling good about the positive impact their choices make on the planet," explained Grover.

Key Marketing Strategies

The brand's marketing strategy is centered around building meaningful connections with its audience through a combination of digital, influencer, and experiential marketing.

"Social media is a key component, with platforms like Instagram and Facebook being used to highlight new collections, offer styling tips, and engage with the community through relatable, trend-focused content. Collaborations with influencers and content creators who align with the brand's values help to authentically reach new audiences," explains Grover.

"Influencer collaborations and brand partnerships are a key part of our strategy. We work with fashion-forward influencers, content creators, and lifestyle bloggers who resonate with our brand's values—comfort, confidence, and everyday style. Their authentic storytelling helps us connect with a wider, like-minded audience in a more relatable and impactful way," he added further.

Furthermore, the brand invests in seasonal campaigns, pop-up events, and customer reviews to enhance visibility and foster trust.

Building Strong Connections

Groversons Paris Beauty deeply values the community that has grown around the brand, focusing on building strong connections and engagement. The brand nurtures this relationship through interactive social media content, including polls, styling tips, and behind-the-scenes insights, giving the audience a sneak peek into the world of Groversons Paris Beauty.

"To show appreciation for their loyal customers, the brand provides exclusive previews, early access to new collections, and special discounts. Additionally, Groversons Paris Beauty actively features real customer stories and feedback on its platforms, which not only strengthens trust but also makes the community feel valued and heard. This approach helps create a strong, authentic relationship between the brand and its audience," concluded Grover. **BoP**



ATHLEISURE

Fashion's Fittest, Most Casual Trend

The global athleisure market is projected to reach USD 662.56 billion by 2030, growing at a CAGR of 9.1%, while in India the market has already surpassed expectations, reaching ₹60,000 crore in 2024 – significantly higher than the projected ₹55,000 crore.

Sandeep Kumar





LOLA CASADEMUNT EYES INDIA

A Bold New Chapter in Fashion Retail

In India, LOLA CASADEMUNT is looking to enter through a local partner who understands the market's nuances and has a deep knowledge of the consumer's mindset.

By Surabhi Khosla

LOLA CASADEMUNT was born in 1981—an eponymous label born of Mrs. Lola's artistry in crafting bows and hair accessories, all from the comfort of her garage. Her simple yet fine vision, combined with her impeccable taste and craftsmanship soon caught the eye of a local distributor in Spain, setting the stage for a journey of remarkable growth. From gracing the shelves of Spain's iconic department store, El Corte Inglés, to establishing an exclusive presence within its stores, LOLA CASADEMUNT flourished.

In 2018, the brand celebrated a milestone, opening its first flagship boutique on the stylish Rambla Catalunya in Barcelona—its hometown. This was just the beginning. In 7 short years (including the Covid years), the brand has expanded exponentially.

"Today, in the Spanish market, we currently have 29 owned stores, 4 franchises, and 44 corners in El Corte Inglés stores. We also have 684 wholesale points of sale in Spain, as well as our own e-shop and presence on El Corte Inglés, Zalando, and AboutYou marketplaces," says Paco Sánchez, CEO of LOLA CASADEMUNT. He goes on to explain that internationally, LOLA CASADEMUNT has:

- 1 concept store in a joint venture with Perfumería Julia in Andorra
- 3 corners in Portugal (El Corte Inglés department store)
- 2 stores in Saudi Arabia
- In total, the brand is present in 42 countries with more than 840 points of sale and 100 single-brand stores globally.
- Its online presence is expanding, including in 9 foreign countries through its own e-commerce, Palacio de Hierro in Mexico (14 corners), and marketplaces like El Corte Inglés (Portugal), Zalando (14 countries), and AboutYou (26 countries)



Zivame's

'Museum of Boobs' Celebrates Every Shape, Changing How We See Bras Forever

While most brands still focus on size alone, Zivame has been studying and designing bras to cater to the full spectrum of breast shapes.

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Founded in 2011, Zivame is India's No. 1 B2C intimatewear brand with a mission to make lingerie shopping personalised, inclusive, and convenient. Zivame is at the forefront of innovation in intimatewear, offering over 50,000+ designs across lingerie, activewear, sleepwear, and shapewear in 100+ sizes to cater to every woman. With over 180+ retail stores and a presence in 6000+ partner stores across India, Zivame has become a trusted destination for every woman's intimatewear needs.

Zivame's design philosophy is rooted in the belief that every woman is unique. From introducing India's first online FITCODE to launching inclusive campaigns like Museum of Boobs, Zivame continues to set benchmarks in innovation and inclusivity.



Strategic Cost Management

Balancing CapEx & OpEx for Fashion's Future

Industry leaders share strategies for resource allocation, cost management, and profitability enhancement.

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As fashion brands expand, embrace digital transformation, and invest in talent, optimising capital expenditures (CapEx) and operational expenses (OpEx) becomes critical for sustainable growth. The panel discussion on Optimising CapEx and OpEx for Sustainable Growth in Fashion at India Fashion Forum (IFF 2025) brings together industry leaders to share strategies for resource allocation, cost management, and profitability enhancement. Key topics discussed insights focused on maximising ROI, mitigating risks, and building long-term value through strategic retail expansion, talent development, and technology-driven efficiencies that enhance operations and decision-making.

The session was moderated by **Ayushi Gudwani**, Founder & CEO, FS Life. The experts in the panel were:

- **Sumit Chandna**, President & Dy. CEO, Max Fashion – Landmark Group
- **Deepak Chhabra**, MD, Timex India
- **Kumar Nitesh**, CEO of Ajio Business & Footwear Business at Reliance Retail
- **Satyen Momaya**, CEO of Celio Future Fashion
- **Ankur Damani**, Country Head – India & Sri Lanka, Triumph



Key Strategies for Optimising OPEX in Business Operations

Market valuation is ultimately driven by profitability and soaring EBITDA. To achieve sustainable growth, businesses must focus on optimising operational expenses (OPEX). When asked about the key levels: driving efficiency, cost management, and long-term profitability across different business models, experts shared valuable insights specific to their brands.

“Our business is fairly simple, with three major costs to manage—rent, energy, and manpower. Once locked in, rent and energy leave little room for optimisation, making manpower the key lever. The focus isn't just on reducing costs but on driving productivity—having the right people, compensating them well, and ensuring efficiency. Beyond these, other costs are minimal in the P&L. Ultimately, success hinges on workforce productivity rather than just cost-cutting, making it the defining factor in long-term efficiency and profitability,” said Sumit Chandna, President & Dy. CEO, Max Fashion – Landmark Group.