

BOARD

Editor-in-Chief: Amitabh Taneja
Editorial Advisor: R S Roy
Publisher: S P Taneja
Director: Anjali Sondhi
CEO: Nikhil Behl

EDITORIAL

Editor: Surabhi Khosla
Associate Editor: Sandeep Kumar
Business Reporter: Kajal Ahuja

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

Manager: Sarabjeet Kaur
sarabjeetkaur@imagesgroup.in

MUMBAI

General Manager: Dinesh Balan
dineshbalan@imagesgroup.in

Asst. General Manager: Sampat Dam
sapatdam@imagesgroup.in

BENGALURU

Vice President: Suvir Jaggi
suvirjaggi@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

Asst. General 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

12. Step into the season in style with a vibrant wave of innovation and flair from the fashion world; from exciting new collections and store openings to the latest news breaking headlines.

Research & Trends

18. BEYOND THE BASICS: INSIDE THE TRANSFORMATION OF INDIA'S \$20 BILLION INNERWEAR INDUSTRY

The Indian innerwear market presents a compelling growth narrative, projected to expand by nearly 11% from approximately \$8.52 billion in FY 2024 to \$9.43 billion in FY 2025.

Madhulika Tiwari, Partner & Parmesh Chopra, Head Content Writer, The Knowledge Company



42. THE INTIMATE REVOLUTION: WHY INNERWEAR IN 2025 IS ALL ABOUT MOOD AND EMPOWERMENT

With the lines between inner and outerwear continuing to blur, lingerie is confidently stepping into the light, becoming an integral and visible component of the modern woman's wardrobe.

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

46. 'CLOSE TO SEASON' FASHION TRENDS

An insight into intimatewear trends by NIFT VisioNxt.

CONTENTS



Fashion Fisheye

50. AMAZON'S NEW APPROACH TO CUSTOMER ENGAGEMENT: DRIVING INNOVATION IN FESTIVE FASHION WITH ROMITA BHANDARY

The second edition of 'MAGAZINE: Festive Edit' brings the season alive, curating fashion, beauty, and lifestyle with interactive stories, scannable pages, and seamless digital engagement for an immersive festive experience.

Sandeep Kumar

54. AMANTÉ: BRINGING TOGETHER COMFORT, QUALITY, & DESIGN IN INDIA'S PREMIUM INTIMATE WEAR MARKET

CEO, Deepak Jain says amanté is focusing on innovation, sustainability, and global best practices—setting benchmarks for intimate wear and for the larger women's lifestyle segment.

Surabhi Khosla

58. WACOAL FOCUSES ON HUMAN SCIENCE RESEARCH TO REDEFINE INNERWEAR: COO, POOJA MERANI

Wacoal has emerged as a trailblazer, combining comfort, style, and inclusivity to meet the evolving needs of the modern Indian woman.

Surabhi Khosla

Cover Story

62. REDEFINING ESSENTIALS: INNOVATION AT THE HEART OF INDIA'S INNERWEAR MARKET

India's innerwear market is undergoing a transformative phase, where innovation in fabrics, fit, and technology is driving both style and comfort. Brands are reimagining everyday essentials, blending performance, sustainability, and design to meet evolving consumer expectations.

Sandeep Kumar

Trends & Titans

68. TRIUMPH

70. U.S. POLO ASSN.

72. KALYANI INNERWEAR

74. FLORET

76. UNDERJEANS

77. SQUEEZE & TEASE

78. EVE'S BEAUTY

Spotlight

80. THE 2025 WAVE: 20 INTERNATIONAL BRANDS BETTING BIG ON INDIA

A roundup of 20 prominent global brands that entered India in 2025, redefining the country's fashion, lifestyle, and luxury landscape.

Kajal Ahuja

84. INDIA'S NEXT FASHION REVOLUTION IS PHYGITAL: WHERE STORES MEET SCREENS

For decades, fashion in India was driven either by the street bazaar or the shopping mall. Today, the real opportunity lies in seamlessly merging the two worlds.