CONTENTS

16 SECTION 1:

INTRODUCTION

18 PROLOGUE

Women's Lifestyle Evolution Post Liberalisation 22

RESEARCH Women's We

Women's Wear Market in India 26 SURVEY

Women Drive Online Lifestyle Shopping in India

30

DIGITAL WORLD

Embracing the Digital Revolution: How Women Use Technology to Stay Trendy 34

INFLUENCES

What Tells Me What to Buy

38

SECTION 2:

PERSPECTIVES

40

BUSINESS

To Spring or Fall: The Choices in Fashion Retail 46

MY THOUGHTS

Towards A New Ideology for Indian Fashion 48

EXCLUSIVE

Indian Design Elements for Creating a New Ethos of Indo-Western Wear 52

LEADERS TALK

The Changing Dynamics of Women's Wear in India

60

SECTION 3:

WOMEN'S ETHNIC WEAR

62

EVOLVING ICON

Women in Saree: Changing Connotations 66

ETHNIC WEAR

The Changing Face of Indian Ethnic Wear 70

DESIGNER COUTURE

Designers Creating Special Moments with Bridal Couture 76

BRIDAL RETAIL

Women's Wedding Wear: Indian Retailer's Diary 80

CINEMA

Creating Iconic Personalities with Clothes



82

SECTION 4:

WOMEN'S WESTERN WEAR

84

PRIVACY

Changing Perspectives: Lingerie in India 86

ONLINE BLOOM

Who's Lingering Online Today?

90

SHAPEWEAR

Emergence of and Trends in Shapewear

94

WESTERN WEAR

Western Influence with an Indian Touch 100

WINTER WEAR Women's

Women's Winter Trends: 2016-17 104

DENIMS IN INDIA

The Evolution of Women's Denims in India

108

DENIM TRENDS

Contemporary Trends in Women's Denim 112 JEGGINGS

Denims Go for a Jog with Jeggings 116

LEGGINGS

Knitted Leggings: Changing the Leg-Wear Category in India

120

SHIRTS

The Unclaimed Silhouette: Women's Shirts Market: Untapped Opportunity 124

INNOVATION
The Future
Beckons: Get
the Basics Rig

the Basics Right in Women's Wear Fashion 128

INGREDIENTS
Ingredient
Branding:
A Winning

Proposition for All

132

SECTION 5:

WOMEN'S LIFESTYLE BEYOND APPAREL

134

ACCESSORIES

Fashion Accessories Market on a Growth Curve 138

TRENDS

WGSN's Top Fashion Accessory Must-Haves: A/W 16-17 140

JEWELLERY

Women's Jewellery in India

146

HOME FASHION

Women Influence on the Home Fashion Industry 150

BODY FASHION

The Beauty Obsession: Contemporary Beauty Aspirations 154

CULINARY FASHION

Of Women and Eating Out

158

NO BUY

Renting as a Business Model