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INDIA FASHION FORUM

IFF
25
YEARS

INFLUENCE · IMPACT · INNOVATION
EMPOWERING FASHION'S FUTURE

28-29, January 2026

SHERATON GRAND, WHITEFIELD, BENGALURU

**INDIA
FASHION
FORUM**

**GEARS UP FOR
ITS 25th EDITION**



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As we step into 2026, this edition of **IMAGES Business of Fashion** marks an important new beginning—and a defining milestone. January also sees the **25th edition of India Fashion Forum**, to be held on **January 28–29, 2026**, at **Sheraton Grand, Whitefield, Bengaluru**. What began as a focused industry gathering has evolved into India's most influential platform for fashion, retail, and lifestyle, mirroring the growth, resilience, and ambition of the industry it represents.

As India Fashion Forum enters its silver jubilee year, it stands not only as a celebration of legacy, but as a catalyst for the future. The 2026 theme, "**Empowering Fashion's Future – Influence | Impact | Innovation**," reflects the industry's need to think boldly, collaborate deeply, and act with purpose. At a time when fashion is being reshaped by changing consumer expectations, digital acceleration, sustainability imperatives, and new business models, IFF 2026 aims to spark meaningful conversations that translate insight into action.

Over two days, the forum will offer a dynamic mix of programming designed for engagement and business impact. From IFF Conference Sessions exploring market trends, consumer behaviour, and transformation strategies, to CX Forum discussions on customer experience, digital reinvention, and omnichannel evolution, the agenda is built for relevance. Interactive workshops, masterclasses, and the IFF Innovators Club Conclave will spotlight emerging ideas, pioneering solutions, and the next generation of fashion leadership. Networking meetups and breakout sessions will further enable collaboration across the ecosystem.

IFF 2026 will also showcase fashion shows, brand launches, curated collections, and discovery platforms for retailers. The event will culminate with the **IMAGES Fashion Awards** and **RSWM Partner Awards**, recognising excellence and innovation across India's fashion retail landscape.

With 100+ exhibitors, 300+ speakers, 400 brands, and over 2,500 attendees, IFF 2026 promises to be a landmark gathering. We look forward to welcoming you in Bengaluru.

Happy New Year.



Amitabh Taneja

Forever New Unveils January Collection 'Power & Poise' for Back-to-Work Power Dressing



Forever New has unveiled its January Collection, Power & Poise—a refined new-season edit designed for back-to-work power dressing and elevated evening wear. Rooted in modern femininity, the collection balances sharp, elegant silhouettes with fluid fabrics, soft hues and sophisticated detailing, offering versatile pieces that transition seamlessly from day to night.

Power & Poise is an expression of intentional dressing—styles that feel confident, considered and effortlessly put together. This January, workwear takes on a softer strength as structured tailoring is reimaged through marked shoulders, embroidered details and

refined construction, balanced by gentle asymmetry and flowing fabrics. Classic silhouettes are refreshed with pastel tones, monochromes and delicate florals, lending a fresh, contemporary edge to modern tailoring. A calm yet confident colour palette of Ivory, Butter Yellow, Blush, Peppermint Green, and Ice and Pastel Blues anchors the collection.

From tailored jackets and elevated trousers to versatile dresses and statement tops, each piece is designed with versatility at its core. Lightweight wovens, chiffon, crepe, satin and breathable jersey ensure comfort without compromising on polish—making the collection ideal for both everyday wear and occasion-led moments.

Clovia Introduces Seamless Bonded Collection for a Sculpted, Invisible Fit

Clovia, India's leading lingerie, sleepwear and personal care brand, has unveiled its new Seamless Bonded lingerie collection, designed to deliver a smooth, invisible finish under body-hugging outfits. The range addresses one of women's most common styling concerns—visible lingerie lines—while prioritising all-day comfort and confidence.

The collection features seamless, bonded bras and panties crafted using advanced bonded technology that fuses fabrics

without stitches, eliminating bulk, irritation and visible lines. The bras come with moulded, wire-free cups that create a natural silhouette, along with full-coverage designs, high underarm support, elastic-free underbands for a rash-free feel, and reinforced side seams for enhanced hold and contouring. Styles include padded and removable-cup options, slip-on, hook-and-eye, racerback and full-coverage bras for everyday versatility.

Complementing the bras, the seamless panties are engineered for a true no-show finish, doing away with bulky waist elastics and stitch lines. Designed for fitted skirts, trousers and bodycon dresses, the range reimagines customer favourites such as hipster silhouettes in laser-cut, stitch-free constructions. Key styles include the Mid Waist Laser-Cut Hipster Panty, Breezy Seamless Hipster Panty, Low Waist Bikini Panty, and Mid Waist Seamless Laser-Cut Hipster Panty.

Available in a wide palette of colours, prints and patterns, the collection spans over 50 sizes from 32B to 44F, reinforcing the brand's focus on inclusive sizing and fit-led innovation.





The 2026 Fashion Retail Industry Roadmap

From Revenge Buying to India's 'Casual Economy'

Tracking category performance since 2017 through 2031, The Knowledge Company data shows that by 2026 the market enters a high-velocity equilibrium, marked by stable, demand-led growth rather than recovery-driven fluctuations.

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



BRAND STRATEGY INDIA

CULTURAL RESONANCE BECOMES THE NEW COMPETITIVE EDGE

A one-size-fits-all brand strategy risks alienating vast segments of the market. The opportunity lies in glocalisation; blending global design language with regionally fluent storytelling.

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

As India's consumer landscape rapidly diversifies, cultural relevance is no longer a creative layer; it is a strategic imperative. In 2025 and beyond, brands will win not by speaking louder, but by speaking closer to lived realities. With Gen Z and Millennials increasingly shopping with intention, emotional resonance, cultural fluency and sensory connection are reshaping how brands build trust, loyalty and long-term value. Indian consumers are shifting away from surface-level storytelling

towards brands that genuinely reflect their identities, values, and everyday experiences, across regions, income groups, and cultural contexts.

From Consumption to Connection: Why Culture Now Drives Choice

Indian consumers are navigating heightened stress, economic uncertainty and emotional fatigue. In 2025, 30% of Indians report feeling stressed to the point where they



UNDER ARMOUR'S Premium Play in India

Tushar Goculdas on Offline Focus, Product Strategy and Growth

With a clear focus on offline retail and performance-led innovation, Under Armour is building a premium growth story in India.

Kajal Ahuja

Premium performance brand Under Armour has been steadily growing its presence in India since entering the market in 2019, operating exclusively through Underdog Athletics Pvt. Ltd.

Today, the brand is evolving beyond its performance-first roots to position itself as a cultural force that sits at the intersection of fitness and lifestyle. As India's fitness culture evolves and younger consumers seek performance-driven yet versatile apparel and footwear, Under Armour is expanding

its relevance beyond the field: in 2025, the brand marked its entry into the street style sneaker aesthetics with the launch of UA Echo.

Now, with a clear focus on offline retail, premium positioning, and performance led innovation, Under Armour is charting a long-term growth path in the country. The brand currently operates 49 stores across 30 cities.

In an exclusive conversation with IMAGES Business of Fashion, Tushar Goculdas, Managing Director, Under

Athletics Pvt. Ltd, shares insights into Under Armour's retail strategy, evolving store concepts, product diversification and focus, and expansion roadmap.

Under Armour has been expanding its physical footprint with reimagined brand houses. What's driving this focus on offline retail when many brands are going digital-first?

When we started setting up Under Armour in India back in 2018, we had a very clear vision: to become the most loved premium athletic performance

The fixtures and furniture are sleeker, improving visibility and storytelling. Storytelling has already improved significantly, and in the next iteration, likely in 2H26, we will add more digital elements to make it even more effective.

Under Armour has always been performance-first. What led to a more deliberate move into sportswear and street style, like UA Echo?

(Speaking for India) At the core, Under Armour will always be a brand for athletes and fitness enthusiasts, and that will not change. The brand was founded on performance innovation—as Founder Kevin Plank introduced moisture-wicking apparel back in 1996, and innovation has been central for nearly 30 years.

However, the same athlete who wears Under Armour on the field also loves the brand and wants to wear it beyond sport. That's where product extension comes in.

With UA Echo, we've taken our footwear technology like comfort, cushioning and performance, and added a streetwear aesthetic. The result is a versatile product that works both on and off the court.

How does the sneaker line connect with Gen Z while retaining the brand's performance DNA?

Performance-first DNA remains non-negotiable. The technology and functional benefits are paramount. What changes is the styling and versatility, which allows the product to be worn across more occasions.

UA Echo, for example, was not intended as a running shoe, yet consumers have shared that they comfortably run in it because of its cushioning. It doesn't take away from performance; it simply adds a cooler, streetwear aesthetic.



What marketing and storytelling strategies are you using to build brand visibility in India?

Retail is one of our strongest marketing levers. Great store locations and in-store experiences are where the consumer truly encounters the brand. Once someone wears an Under Armour product for the first time, their perception changes completely.

Even a plain white T-shirt, for example, may not look special visually, but it could be made with Iso-Chill technology, delivering a cooling effect on the skin. That experience can only happen in-store.

Beyond retail, having the right athletes and fitness enthusiasts represent the brand is critical. The real impact comes when these ambassadors are integrated into strong storytelling that connects with consumers.

In short, our approach is simple: great stores, great in-store experience, and engaging storytelling that drives consumers to either visit a store or explore our website.

“ Under Armour will always be a performance brand, delivering everything an athlete needs. But there is also tremendous scope to become a cultural force. ”

INDIA FASHION FORUM GEARS UP FOR ITS 25th EDITION

Themed 'Empowering Fashion's Future,' the silver jubilee edition of India Fashion Forum will unite leaders across fashion, retail, and lifestyle to explore the ideas, innovations, and strategies shaping the next decade. Focused on influence, impact, and innovation, IFF 2026 will be a key platform for collaboration, growth, and future-ready thinking in India's fashion ecosystem.



From Linear to Circular

India's Path to Sustainable Fashion and Packaging

India stands at a defining moment where rapid economic growth intersects with the urgent need for environmental responsibility. As one of the world's largest fashion and textile markets, the country is being called upon to rethink traditional linear models of production and consumption. By embracing circularity—where materials are designed to last, be reused, or safely return to the system—Indian fashion and packaging are emerging as powerful drivers of the sustainability shift, blending cultural wisdom with modern innovation to shape a more resilient future.

IMAGES Business of Fashion Bureau

India stands at a critical intersection where economic growth, cultural legacy, and environmental responsibility converge. Home to a fashion and textile market valued at over \$108 billion, the country is a vital force in the global fashion economy, providing livelihoods to millions and acting as a conduit for cultural expression through textiles and design. Yet this scale comes with significant environmental consequences. With more than 62 million tonnes of waste generated annually—and textiles forming a growing share of it—India mirrors a global fashion system that produces nearly 92 million tonnes of waste each year and contributes close to 10% of worldwide carbon emissions. Rapid urbanisation, population growth, and the acceleration of fast-fashion consumption are expected to push waste levels even higher by 2030, intensifying the urgency for sustainable interventions in both fashion and packaging.

At the same time, this moment presents a powerful opportunity. India's fashion retail industry, deeply

rooted in traditions of reuse, repair, and resourcefulness, is evolving rapidly to meet modern consumer demands. As concerns around water use, emissions, and non-biodegradable waste mount, stakeholders across the value chain—from manufacturers and designers to retailers and consumers—are increasingly embracing eco-conscious practices. Textile circularity, which prioritises reuse, recycling, and waste reduction, is emerging as a transformative framework that aligns seamlessly with India's cultural ethos while leveraging contemporary innovation. By blending its rich textile heritage with scalable, future-ready sustainability models, India has the potential not only to mitigate its environmental impact but also to lead the global shift toward a more responsible and resilient fashion ecosystem.

Long-Term Design Strategies for Sustainable Fashion in India

India's deep-rooted textile legacy, combined

with rapidly evolving consumer attitudes, positions the country uniquely to embrace long-term design strategies that support sustainable fashion. As awareness around environmental responsibility grows—and with regulatory frameworks such as Extended Producer Responsibility (EPR) gaining momentum—the Indian fashion industry is being compelled to move beyond short-term trends and focus on durability, care, customisation, and circularity. Designing garments that last aligns naturally with the Indian value-for-money mindset, where clothing is expected to endure frequent wear, climatic variations, and evolving usage patterns. Leveraging indigenous strengths in natural fibres such as cotton and wool, improving construction quality, and establishing local durability benchmarks can significantly extend product lifecycles.

Equally important is nurturing a culture of care and repair. Indian consumers often form emotional bonds with their clothing, particularly traditional and occasion wear that is passed down or re-purposed over time. By promoting thoughtful care



through multilingual guidance, accessible repair services, and education rooted in traditional practices, brands can encourage longer garment use while reducing environmental impact. Customisation and fit further strengthen longevity, especially in a culturally diverse market where adaptable sizing, modular design, and technology-enabled tailoring can ensure garments remain relevant across body types, occasions, and life stages.

Finally, circular business models such as rental, resale, and take-back programs



THE NEED FOR CIRCULARITY

India is one of the largest textile producers globally, with the sector contributing significantly to employment and GDP. However, this growth comes at an environmental cost. Fast fashion trends, combined with increasing urbanisation, have led to a surge in textile waste. India generates an estimated 1 million tons of textile waste annually, much of which ends up in landfills or incinerators. Addressing this issue requires a shift from the traditional linear model—make, use, dispose—to a circular framework. Textile circularity is built on three core principles:

- 1. Designing for Longevity:** Garments should be created with durability and multi-purpose functionality, ensuring they have a longer lifecycle.
- 2. Recycling System:** Materials from discarded textiles should be reclaimed and reused by recycling the discarded garments, reducing the need for virgin raw materials.
- 3. Closed-Loop Systems:** Waste generated during production and consumption is reintegrated into the supply chain, minimising overall environmental impact.

PRACTICES IN THE INDIAN CONTEXT

India's textile heritage offers a natural advantage in embracing circularity. Practices like upcycling and handloom weaving align seamlessly with circular principles. For example, artisans in states like Gujarat and Rajasthan have long repurposed fabric scraps into quilts, bags, and accessories. Scaling these traditional methods to industrial levels is key to achieving broader sustainability goals. Modern recycling technologies are also gaining traction in India. Several companies are pioneering the production of recycled fibers from pre- and post-consumer waste, including polyester and cotton. Initiatives such as clothing collection drives and partnerships between brands and recycling units are creating a circular economy ecosystem.

are gaining traction, particularly for high-value and occasion-specific apparel. By integrating these models into mainstream retail—supported by durable design and recyclable materials—Indian fashion can address overconsumption while unlocking new revenue streams. Together, these long-term design strategies offer a holistic, culturally resonant pathway for building a more sustainable and future-ready fashion ecosystem in India.

Sustainability and Circularity: Designing for a Future That Disappears

As sustainability and circularity move from aspiration to necessity, the Indian fashion industry is being challenged to





OVS Makes Confident India Debut; Bets Big on Scale, Style & a Young Consumer Base

OVS aims to strengthen its accessible-premium positioning in the country through large-format stores and global style sensibilities.

Kajal Ahuja

Among many other global entrants, one of the more promising names that entered the Indian fashion landscape this year was Italian fashion giant OVS. With the country's booming apparel sector reportedly set to reach \$130-140 billion by 2030, this move is both timely and strategic, aligning with India's young consumer base, rising disposable incomes, and growing appetite for accessible global fashion.

OVS S.p.A. is the largest clothing retailer in Italy, known for its affordable, quality apparel for women, men, and children. The brand entered India in late 2025 with a flagship store at Delhi's Tagore Garden. In just 45-50 days of operations, OVS built a loyal base of nearly 5,000 customers and also achieved EBITDA-positive store performance. Looking ahead, the brand aims to strengthen its accessible-premium positioning in the country through large-format stores and global style sensibilities.

In an exclusive conversation with IMAGES Business of Fashion, Sundeep Chugh, Managing Director, OVS S.p.A., delves into how he foresees the brand's India strategy unfolding in the coming years.

Market Entry & Expansion Plans

"India is among the top consumer markets. The country has a phenomenal appetite for different brands to come and settle in. Our launch here was not about filling a strategic gap. It was about giving a glorious Italian representation in a young, diverse country with a phenomenal demography," says

Market-Segmented Omnichannel Play is Critical to Winning India:

Abhinav Kumar, Brand Concepts

Long recognised for its leadership in travel gear and accessories, Brand Concepts Ltd. is now accelerating its expansion into premium, super-premium and luxury fashion.

Kajal Ahuja

Incorporated in 2007, Brand Concepts was driven by an early recognition of a gap in the Indian market—the need for premium yet accessible fashion accessories. The company began its journey through strategic licensing partnerships with globally renowned brands like Tommy Hilfiger, United Colors of Benetton (UCB), and Aeropostale.

But India's fashion landscape is also evolving. Bags, travel gear and accessories

are no longer just functional add-ons—they have become powerful expressions of lifestyle, aspiration and identity. From Instagram-fuelled discovery to a post-pandemic travel boom, consumers today are investing in products that blend design, durability and brand storytelling.

Riding this shift, Brand Concepts Ltd stands at a strategic inflection point. Long recognised for its leadership in travel gear and accessories, the company is now accelerating its expansion into premium,



- Abhinav Kumar,
Co-Founder, Brand Concepts Ltd.

super-premium and luxury fashion through international licensing. In 2025, it onboarded global powerhouses such as Off-White, Juicy Couture and Superdry, signalling a decisive move towards building a multi-tiered brand ecosystem tailored to India's rapidly evolving consumer.

From decoding India's readiness for high-value global brands to navigating Tier II and III growth, omnichannel complexity and evolving Gen Z preferences, Abhinav Kumar, Co-Founder, Brand Concepts Ltd., shares how the company is positioning itself as a preferred gateway for international fashion houses in India.

Edited excerpts...

Brand Concepts Ltd. has expanded its global fashion portfolio by onboarding Juicy Couture, Superdry, and Off-White for the Indian market. What strategic considerations drove this decision?

This expansion was driven by our intent to strengthen our portfolio, enter high-growth segments, and align with the evolving preferences of the Indian consumer. The

