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## Fashion Retail Digest

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

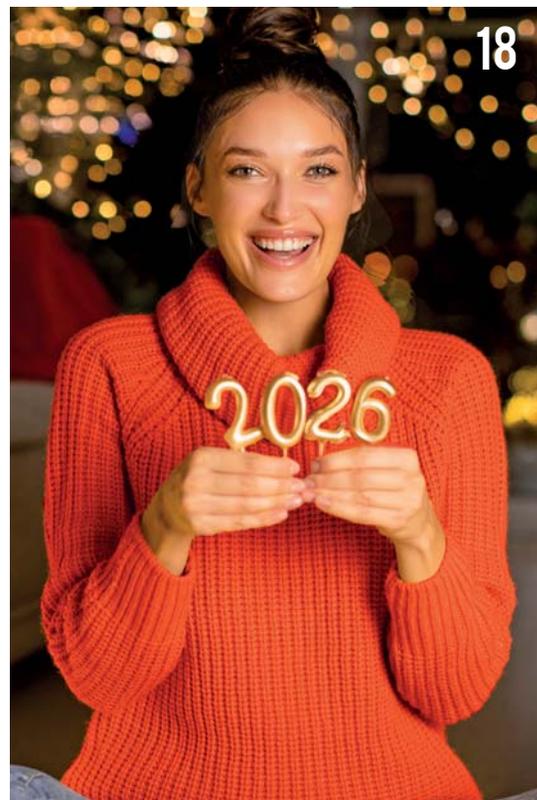
## Research & Trends

### **18. 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*

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## Research & Trends

### **26. 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*

### **32. CLOSE-TO-SEASON FASHION TRENDS**

India's youthwear industry is emerging as a high impact growth segment within the fashion economy, driven by a large youth population, rising disposable incomes, and strong digital influence.

*Insights by NIFT VisioNxt*

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## Fashion Fisheye

### 36. 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.

*By Kajal Ahuja*

## India Fashion Forum 2026

### 40. 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.

## Sustainable Fashion

### 48. 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.

## Spotlight

### 56. 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.

*By Kajal Ahuja*

### 58. 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.

*By Kajal Ahuja*