

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

MUMBAI

General Manager: Dinesh Balan

dineshbalan@imagesgroup.in

BENGALURU

Vice President: Suvir Jaggi

suvirjaggi@imagesgroup.in

CONSUMER CONNECT & SUBSCRIPTION

Asst. General Manager: Priti Kapil

pritikapil@imagesgroup.in



COVER IMAGE:
CONCEPTUAL VISUAL
CREATED USING AI

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: E519, Floral Deck Plaza, Central MIDC
Road, Opp SEEPZ, Andheri East, Mumbai 400 093
Email: info@imagesgroup.in
Ph: 022-28398000

CONTENTS

22



Fashion Retail Digest

14. Step into the season in style with exciting new collections, store openings to the latest news breaking headlines.

Research & Trends

22. INDIA'S INNERWEAR OPPORTUNITY IN 2026: TURNING COMFORT INTO PROFITABLE GROWTH

Better fit and everyday functionality can build lasting customer relationships. Capturing that opportunity requires retailers to connect product design, assisted selling and replenishment.

28. THE SECOND-SKIN ECONOMY

How comfort, confidence and functionality are redrawing the boundaries between innerwear and outerwear.

32. INDIA'S INNERWEAR OPPORTUNITY: WHY COMFORT, LOCALISATION AND INNOVATION MATTER NOW

The traditional boundaries between innerwear, activewear and loungewear are becoming increasingly fluid. Consumers are looking for products that can support multiple aspects of their daily lives, from movement and rest to work and leisure.

35. VISIONXT: 'CLOSE TO SEASON' FASHION TRENDS

An insight into innerwear trends by NIFT VisioNEXT

What's Hot

38. INTERAP BRINGS PREMIUM INNERWEAR BRANDS UNDER ONE ROOF

The new multi-brand concept brings premium lingerie, men's innerwear, shapewear and loungewear under one roof, with a planned network of 50 stores across Tier 1 and 2 cities by March 2028.

42



Cover Story

42. THE BUSINESS OF WHAT'S BENEATH: THE INNERWEAR SHIFT

India's innerwear market is moving beyond everyday essentials, with new brands, premium products and evolving consumer preferences reshaping the category. As comfort, functionality and fit take centre stage, the business of what's beneath is opening up new avenues for growth, innovation and competition.

Trends & Titans

50. UNDERJEANS BY SPYKAR

52. GROVERSONS PARIS BEAUTY

54. PARK AVENUE

56. MAASHIE

Spotlight

60. N9 WORLD TECHNOLOGIES MAKING FUNCTIONAL FINISHES WORK FOR TEXTILE BRANDS

From antimicrobial protection and odour control to moisture management and bio-based solutions, functional finishes are creating new possibilities for textile manufacturers and apparel brands.

Fashion Pulse

63. CHUNMUN OPENS ITS 18TH STORE AT DWARKA EXPRESSWAY, ANNOUNCES FOUR MORE SHOWROOMS



38