

New Market Entries & Partnership

- French premium beauty brand Sephora has received a good response at its existing stores in India especially in the metros, and is betting big on tier 2, 3 cities in India, as it plans to open 75 stores across India in the coming years.
- Fashion and lifestyle brand, Nicobar has launch new range of apparel and accessories made from recycled materials, couple with a new sustainability campaign. The brand has also started using recycled wool for a new line of shirts, jackets, and dresses, which are now made from 50% recycled wool and 50% recycled acrylic, nylon and polyester.
- US women's fashion label Anne Klein is looking out for partners in India as it plans to enter the lucrative fashion market in the country for future growth.
- E-commerce giant Amazon has signed long-term agreement with Future Group to strengthen its presence in the Indian market. With this agreement, Future group's brands will now be sold on the Amazon India and agreement focus on key categories like fashion, footwear, personal care among others.
- Italian swimwear and lingerie brand Yamamay has entered in Indian market with a new flagship store at India's leading shopping centre Select Citywalk, New Delhi. Yamamay has partnered with shopabolics for the North Indian region and plans to further expand in the region this year.
- Calvin Klein has opened a new fragrance line 'CK Everyone', an environmentally friendly perfume with a universal appeal. The new fragrance will initially be available at select stores in February, and globally from March. With CK Everyone, Calvin Klein is now presenting a new, vegan eau de toilette, 79% made with ingredients of natural origin.
- Adidas launch new fabrics made from recycled polyester and marine plastic waste and expand the product lines that use them after the success of shoes made with the Parley for the Oceans initiative.

Growth & Retail Development

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- Fashion and lifestyle brand Ximivogue plan to open 7 large-format "experiential stores" in the next eight months in metros. Brand plans to set up shop in metros with larger sized outlets, measure around 1500 sq. ft. compared to the brand's current average store size of between 900 to 1200 sq. ft.
- Ethnic wear brand Manyavar plans to launch home delivery for its travel retail stores soon, in order to increase its omni-channel offerings.
- Fashion and Lifestyle retailer Shoppers Stop has signed a memorandum of understanding (MoU) with the Telangana government for setting up a manufacturing facility in Sircilla Apparel Park. The manufacturing facility is expected to increase the production of Shoppers Stop private label brands.
- Plus size clothing brand All plans to open 20 exclusive brand outlets across India during the current financial year. The brand also expects over 50% growth party driven by increased growth in Tier 2 markets and online.
- South Korean Lifestyle brand Mumuso is planning an aggressive expansion in India this year and will be opening retail outlets across the country. The brand is also planning to enter in the e-commerce market for future growth.
- Multi-brand beauty retailer Nykaa opened one of its Luxe premium outlets in Ludhiana, Bengaluru and Surat. The brand's store launched with a dedicated display for Nykaa's recent "Masaba x Nykaa" collaborative collection with designer Masaba Gupta. Brand has also launched international shipping to 13 countries as the multi-brand business works to expand its distribution network.



Growth & Retail Development

- Sportswear brand Puma plans to open 4-5 more experience centre stores in Delhi, Mumbai, Hyderabad and Pune in the coming 12 to 18 months, and focus on its children's wear offerings.
- E-commerce platform, flipkart has strengthened its infrastructure with the opening of two new fulfillment centers in the state of Haryana.
- Men's fashion and denim apparel brand Mufti has strengthened its retail presence with the opening of its new store in the city of Ahmedabad. The new flagship store is spread across an area of 1500 Sq. Ft.

Marketing & Promotion

- Women's ethnic brand, Biba has partnered with strategic creative and digital solutions business, Publicis India to create a new range of media campaigns and brand strategies to promote growth. Publicis India will be taking care of Biba's advertising, strategic directions, and brand activation ideas.
- Casio India has launched its first campaign for its Sheen range of watches, titled '#ShineOn', featuring Bollywood actress, Jacqueline Fernandez. Casio is promoting and amplifying the campaign through a social media contest, wherein it will be giving out Sheen watches to winners of the #ShineOn contest.
- US-based footwear brand Crocs has launched its fourth year of its "Come As You Are" campaign with Bollywood celebrity Priyanka Chopra Jonas as one of the brand's five global ambassadors.
- Sportswear brand Cultsport, owned by Curefit, has launched its first campaign 'Boom Spirit' with its brand ambassador Jasprit Bumrah. The campaign is aimed at fitness enthusiasts across India and Cultsport is banking on Indian cricketer Bumrah's popularity to reach out to its target audience across India.
- Deepika Padukone has been named as the first Bollywood celebrity to star in LVMH luxury brand Louis Vuitton's pre-fall 2020 campaign. The casting of Padukone amongst a cast of 24 mainly American and European actors shows India's growing importance in the global luxury market.
- Casio India has launched a new campaign 'Live Unstoppable' featuring Bollywood actor Tiger Shroff, to promote the brand's popular range of G-Shock watches.

Spotlight

The Amazon CEO, Jeff Bezos made an unannounced appearance at an Amazon event in Delhi, where he mentioned the company would invest \$1 billion (€0.91 billion) in digitizing India's small and medium sized business by 2025, Amazon aims to export \$10 billion (€9.8 billion) worth of goods from India. Bezos' visit seemed mishandled from the start. At the Amazon event, his arrival delayed a keynote speech from Narayana Murthy, ultimately had to cut down his remarks to five minutes from 20.

The central government also appeared nonplussed. Bezos' trip has included no meetings with ministers or top government officials—many of whom are preparing for upcoming Assembly elections in Delhi—and prime minister Narendra Modi reportedly refused to meet the Amazon founder.

Bezos' India presence has attracted protests from The Confederation of All India Traders (CAIT) against Amazon and Flipkart as it feels that they are driving them out of business by offering sharply discounted products and favoring select big sellers on its platform.

