

LONDON FASHION WEEK

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THE EVOLUTION OF FASHION

FASHION IS A UNIVERSAL LANGUAGE, A MODE OF EXPRESSION FOR MANY, AND CONSIDERED A NECESSITY BY OTHERS. OVER THE PAST 100 YEARS, THE CHANGES AND INFLUENCE OF FASHION HAVE BEEN QUITE EXPONENTIAL. DECADE AFTER DECADE, FASHION EVOLVED, AND NEW TRENDS WERE INTRODUCED THAT WERE HEAVILY INFLU-

ENCED BY THE CULTURE, POLITICAL ATTITUDES, AND INSPIRING STYLE ICONS OF THAT TIME. FOR MANY, BEING 'FASHIONABLE' WAS ASSOCIATED WITH WEALTH IN BYGONE YEARS. LATER ON, FASHION BECAME A VIBRANT FORM OF VISUAL AND MATERIAL CULTURE THAT HAD A MAJOR ROLE IN REFLECTING SOCIAL AND CULTURAL LIFE. IT HAS BECOME A MAJOR ECONOMIC FORCE.



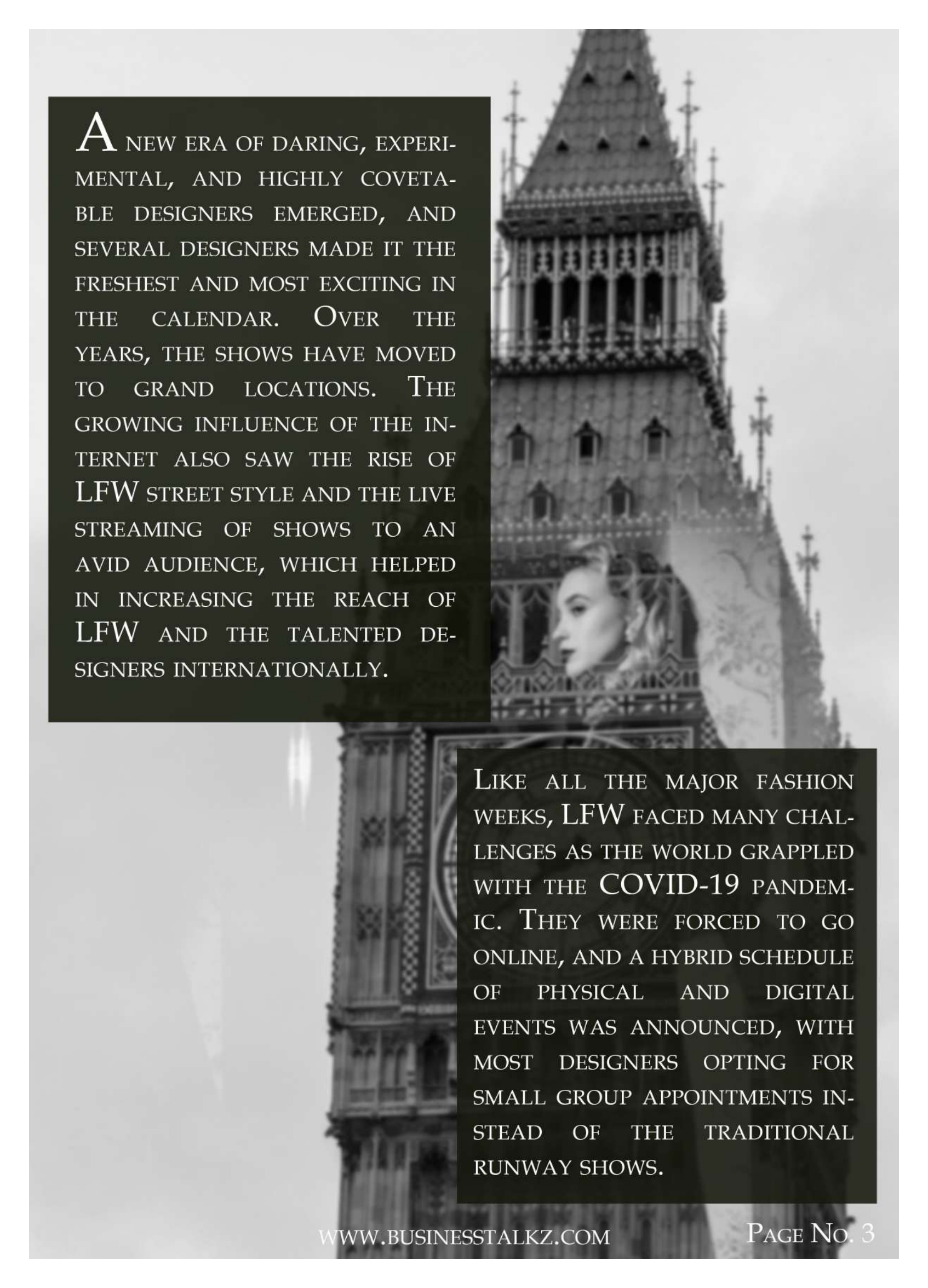
LONDON FASHION WEEK

THEN & NOW

LONDON IS KNOWN AS THE HUB OF CREATIVITY AND STYLE INNOVATIONS IN THE FASHION INDUSTRY. LONDON FASHION WEEK IS THE MAJOR HIGHLIGHT OF THE CITY'S FASHION CALENDAR AND ALSO AN OPPORTUNITY TO SEE SOME OF THE WORLD'S BEST DESIGNERS SHOW OFF THEIR NEW COLLECTIONS. IT IS HELD TWICE EVERY YEAR, AND IT IS ONE OF THE "BIG FOUR" FASHION WEEKS, ALONG WITH MILAN, PARIS, AND NEW YORK. LONDON PLAYS A MAJOR ROLE IN THE GLOBAL FASHION MARKET AND IS KNOWN FOR ITS INNOVATIVE CREA-

TIONS. THE LFW WAS LAUNCHED BY THE BRITISH FASHION COUNCIL IN 1984. THE FIRST LFW WAS HELD IN A WEST LONDON CAR PARK, WITH TENTS ERECTED OUTSIDE KENSINGTON'S COMMONWEALTH INSTITUTE. AFTER A SUCCESSFUL DECADE IN THE 80s, LFW SUFFERED IN THE EARLY 90s WHEN SOME OF THE EVENTS WERE CONFINED TO JUST A FEW ROOMS IN THE RITZ AND A HANDFUL OF DESIGNERS DUE TO THE ECONOMIC DOWNTURN AND WANING INTEREST.

THE LFW GRADUALLY STARTED FLOURISHING DURING THE 2000s.



A NEW ERA OF DARING, EXPERIMENTAL, AND HIGHLY COVETABLE DESIGNERS EMERGED, AND SEVERAL DESIGNERS MADE IT THE FRESHEST AND MOST EXCITING IN THE CALENDAR. OVER THE YEARS, THE SHOWS HAVE MOVED TO GRAND LOCATIONS. THE GROWING INFLUENCE OF THE INTERNET ALSO SAW THE RISE OF LFW STREET STYLE AND THE LIVE STREAMING OF SHOWS TO AN AVID AUDIENCE, WHICH HELPED IN INCREASING THE REACH OF LFW AND THE TALENTED DESIGNERS INTERNATIONALLY.

LIKE ALL THE MAJOR FASHION WEEKS, LFW FACED MANY CHALLENGES AS THE WORLD GRAPPLED WITH THE COVID-19 PANDEMIC. THEY WERE FORCED TO GO ONLINE, AND A HYBRID SCHEDULE OF PHYSICAL AND DIGITAL EVENTS WAS ANNOUNCED, WITH MOST DESIGNERS OPTING FOR SMALL GROUP APPOINTMENTS INSTEAD OF THE TRADITIONAL RUNWAY SHOWS.



FAMOUS FASHION EVENTS IN THE WORLD

- * NEW YORK FASHION WEEK
- * LONDON FASHION WEEK
- * PARIS FASHION WEEK
- * MILAN FASHION WEEK
- * MET GALA
- * TOKYO FASHION WEEK
- * CFDA FASHION AWARDS

FAMOUS INTERNATIONAL FASHION DESIGNERS AND BRANDS

CALVIN KLEIN	- CALVIN KLEIN
DONATELLA VERSACE	- VERSACE
VALENTINO GARAVANI	- VALENTINO
GIORGIO ARMANI	- ARMANI
COCO CHANEL	- CHANEL
RALPH LAUREN	- POLO RALPH LAUREN
GUCCIO GUCCI	- GUCCI
MARC JACOBS	- LOUIS VUITTON
CHRISTIAN DIOR	- DIOR
LOUIS FRANCOIS CARTIER	- CARTIER
PIERRE BALMAIN	- BALMAIN
HUBERT DE GIVENCHY	- GIVENCHY
LEE ALEXANDER McQUEEN	- ALEXANDER McQUEEN
VIRGIL ABLOH	- OFF-WHITE
CRISTOBAL BALENCIAGA	- BALENCIAGA
MARIO PRADA	- PRADA
DOMENICO DOLCE & STEFANO GABBANA	- DOLCE & GABBANA

THE LIST IS ENDLESS, WITH MANY MORE TALENTED FASHION DESIGNERS AND BRANDS ACROSS THE WORLD.



THE INCEPTION OF INDIAN VOGUE

WITH AN ANCIENT CLOTHING DESIGN TRADITION, INDIA ALSO HAS AN EMERGING FASHION INDUSTRY. THE INDIAN FASHION SCENARIO IS WELL KNOWN FOR ITS CULTURAL HERITAGE, ELEGANCE, AND COLORFULNESS. THROUGH THE INNUMERABLE DECADES, IT HAS BROUGHT OUT THE SUBTLETY AND BEAUTY OF INDIANNESS. HAS EVOLVED NOT JUST IN COMFORT

BUT IN STYLE AND AESTHETICS. TODAY, THE FASHION INDUSTRY IN INDIA IS A COMBINATION OF DYNAMIC CONVENTIONS. FROM SALWAR KAMEEZ TO HIGH-STREET FASHION, INDIAN VOGUE HAS UNDERGONE A MILIEU OF TRANSFORMATIONS.

THE FASHION INDUSTRY IN INDIA INCLUDES A HUGE ARRAY OF CLOTHING, RANGING FROM

ORNATE CLOTHES DESIGNED FOR WEDDING CEREMONIES TO CASUAL WEAR. SEVERAL EMBROIDERY TECHNIQUES, SUCH AS CHIKHAN AND ZARDOSI, HAVE MADE THEIR WAY TO INTERNATIONAL FASHION RUNWAYS THAT FEATURED INDO-WESTERN CLOTHING. INDIA ALSO REPRESENTS A UNIQUE RANGE OF SAREES LIKE THE KANJIVARAM, POCHAMPALLI, BENARASI, SAMBHALPURI, MYSORE, JAMDANI, ETC., WOVEN IN SILK AND COTTON. THE EVOLUTION OF STITCHED AND TAILORED GARMENTS IN INDIA CAN BE TRACED BACK TO THE BEGINNING OF THE 10TH CENTURY AD. BRITISH INDUSTRIAL CLOTHING CAME TO INDIA ALONG WITH THE BRITISH RAJ. TO REDUCE THE DEPENDENCY OF INDIANS ON BRITISH GOODS, KHADI, A HAND-WOVEN MATERIAL, WAS BOOSTED IN INDIA.

DURING THE 1920s, WOMEN DISCARDED TRADITIONAL CLOTHING AND SWITCHED TO COMFY CLOTHES LIKE SKIRTS AND TROUSERS. ETON CROPPED HAIRSTYLES WERE TRENDING DURING THAT TIME. CHOLIS TRANSFORMED INTO



SHIMMERING GLITZ AND DRESSES WITH LONG SLEEVES, MADE FROM LACE, SATIN, COTTON, OR SILK, GAINED MUCH ATTENTION. THE 80s SAW THE ADVENT OF DISCO JACKETS AND SHIMMERY SAREES. MORE WOMEN WERE DRAWN TO THE INDIAN FASHION INDUSTRY IN THAT ERA. FULL-SLEEVE SALWAR KAMEEZ, FLORAL DRESSES, LONG SKIRTS, SHADES, DUNGAREES, AND EVEN DENIM WERE IN VOGUE DURING THE 90s. IN THE 21ST CENTURY, FASHION HAS BECOME MORE COSMOPOLITAN THAN REGION-SPECIFIC. WOMEN BECAME MORE INDEPENDENT AND BOLD COSTUMES APPEARED ON THE RUNWAYS.



BRANDED CLOTHING IS EVOLVING IN THE INDIAN FASHION MARKET, AND PEOPLE ARE INCLINED TOWARD BRANDS AS THEY PROVIDE THE BEST QUALITY GARMENTS. SEVERAL GLOBAL AND NATIONAL BRANDS HAVE BUILT THEMSELVES INTO THE INDIAN FASHION INDUSTRY. DENIM GAINED WIDE-SCALE POPULARITY IN INDIA AND MULTIPLE BRANDS ENTERED THE DENIM BUSINESS IN INDIA. WITH THE ADVENT OF

IONLINE SHOPPING, PEOPLE BECAME MORE DEPENDENT ON INTERNATIONAL BRANDS, AND IT ALSO GAVE CONSUMERS ACCESS TO THE LATEST FASHION AT THEIR FINGERTIPS. SEVERAL E-COMMERCE SITES HAVE GAINED POPULARITY IN INDIA, LIKE AMAZON, FLIPKART, MYNTRA, ETC. AFFILIATEIVA.IN AND SHAKEN.IN ARE A FEW ONLINE SHOPPING SITES TRUSTED BY PEOPLE ACROSS INDIA.

AFFILIATEIVA.in

STARTED IN 2018 IN JABALPUR, AFFILIATEIVA.IN IS A PART OF AXMIYAN HR SOLUTIONS PVT. LTD. THEY HAVE COMPILED SOME OF THE BEST WEBSITES INTO ONE COMPREHENSIVE LIST. THEIR LIST INCLUDES BOTH E-COMMERCE SITES AS WELL AS THOSE OFFERING PRODUCTS WHICH ARE PRIMARILY DESIGNED FOR ONLINE RETAIL SALES, SUCH AS SAREES AND LEHENGAS, ALONG WITH OTHER SIMILAR ACCESSORIES LIKE FOOTWEAR, BANGLES, ETC. THEY HAVE ALSO LISTED OUT WEBSITES WHERE PRODUCTS ARE EXCLUSIVELY MARKETED TOWARDS WOMEN DUE TO THEIR GENDER-SPECIFIC NEEDS, SUCH AS DISCOUNT AND



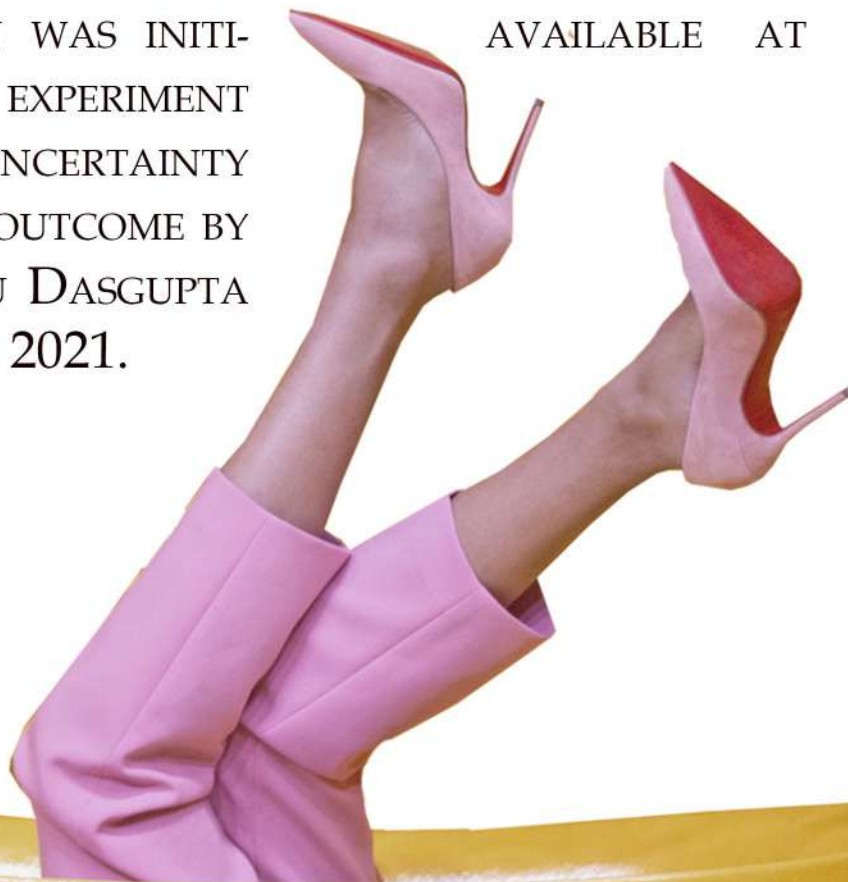
LUXURY BRANDS FROM NORTH AMERICA AND EUROPE. THEY ALLOW YOU TO EXPLORE ALL THE ONLINE STORES AND GRAB YOUR FAVOURITE BRAND AT THE BEST POSSIBLE PRICE. ALL ORDERS PLACED ARE PROCESSED AS SOON AS THEY ARE PLACED BY THE CUSTOMER.



SHAUKEN.IN

SHAUKEN.IN IS INDIA'S MODERN ONLINE FASHION AND E-COMMERCE WEBSITE THAT OFFERS A HUGE ARRAY OF PRODUCTS, INCLUDING ALL SORTS OF WOMEN'S WEAR, MEN'S WEAR, KIDS' WEAR, AND SOME STUNNING ACCESSORIES FOR ALL AGE GROUPS. THEY STRIVE TO KEEP THEIR CUSTOMERS HAPPY BY PROVIDING THEM WITH THE WIDEST RANGE OF PRODUCTS AT COMPETITIVE PRICES AND THE BEST SERVICES ON THE INTERNET. LIKE SEVERAL OTHER STARTUPS, SHAUKEN.IN WAS INITIATED AS AN EXPERIMENT WITH UNCERTAINTY ABOUT THE OUTCOME BY ABHRANSHU DASGUPTA IN THE YEAR 2021.

HE IS A YOUNG ENTREPRENEUR, WHO BELIEVES THAT PEOPLE CAN CARVE OUT A NICHE IN THE FASHION INDUSTRY. A VAST RANGE OF PRODUCTS ARE AVAILABLE AT THEIR ONLINE STORE. WOMEN'S FASHION WEAR INCLUDES SAREES, PREMIER CLOTHING, LEHENGA, SALWAR, AND KURTIS ALONG WITH LADIES' ACCESSORIES, SHOES, AND BAGS. MEN'S FASHION ITEMS SUCH AS SHIRTS AND T-SHIRTS, SHOES, WATCHES, WALLETS, BAGS, AND BELTS ARE ALSO AVAILABLE AT THEIR ONLINE





THE BOOM

IN THE FASHION INDUSTRY

FASHION IS SOMETHING THAT IS EVOLVING AND GIVES INDIVIDUALITY TO A PERSON. IT IS CONSTANTLY CHANGING OVER TIME, AND PEOPLE ACROSS THE WORLD KEEP A KEEN EYE ON THE LATEST STYLES AND TRENDS. INDIA IS KNOWN FOR ITS MULTICULTURALISM, AND THE DIVERSITY IS REFLECTED IN INDIAN FASHION TOO. A SUDDEN

BOOM HAPPENED IN THE INDIAN FASHION INDUSTRY. TRADITIONAL INDIAN FABRICS, DESIGNS, AND CUTS HAVE TRAVELLED ACROSS THE WORLD TO ENHANCE FASHION. INDIAN DESIGNS LIKE BATIK CRAVAT, TIE-AND-DYE, OR VEGETABLE BLOCK PRINT ARE IN VOGUE NOT JUST IN INDIA BUT ALSO IN THE INTERNATIONAL MARKETS.

MOST INDIAN DESIGNERS HAVE GAINED WORLDWIDE RECOGNITION FOR THEIR CREATIVE FASHION DESIGNS. THE PANDEMIC HAS ALTERED THE FASHION WORLD, AND THE FUTURE OF FASHION HAS NOW SHIFTED TO THE WORLD OF THE INTERNET, WHERE PEOPLE CAN ACCESS THE LATEST TRENDS IN THEIR COMFORT ZONES.



Thank you

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