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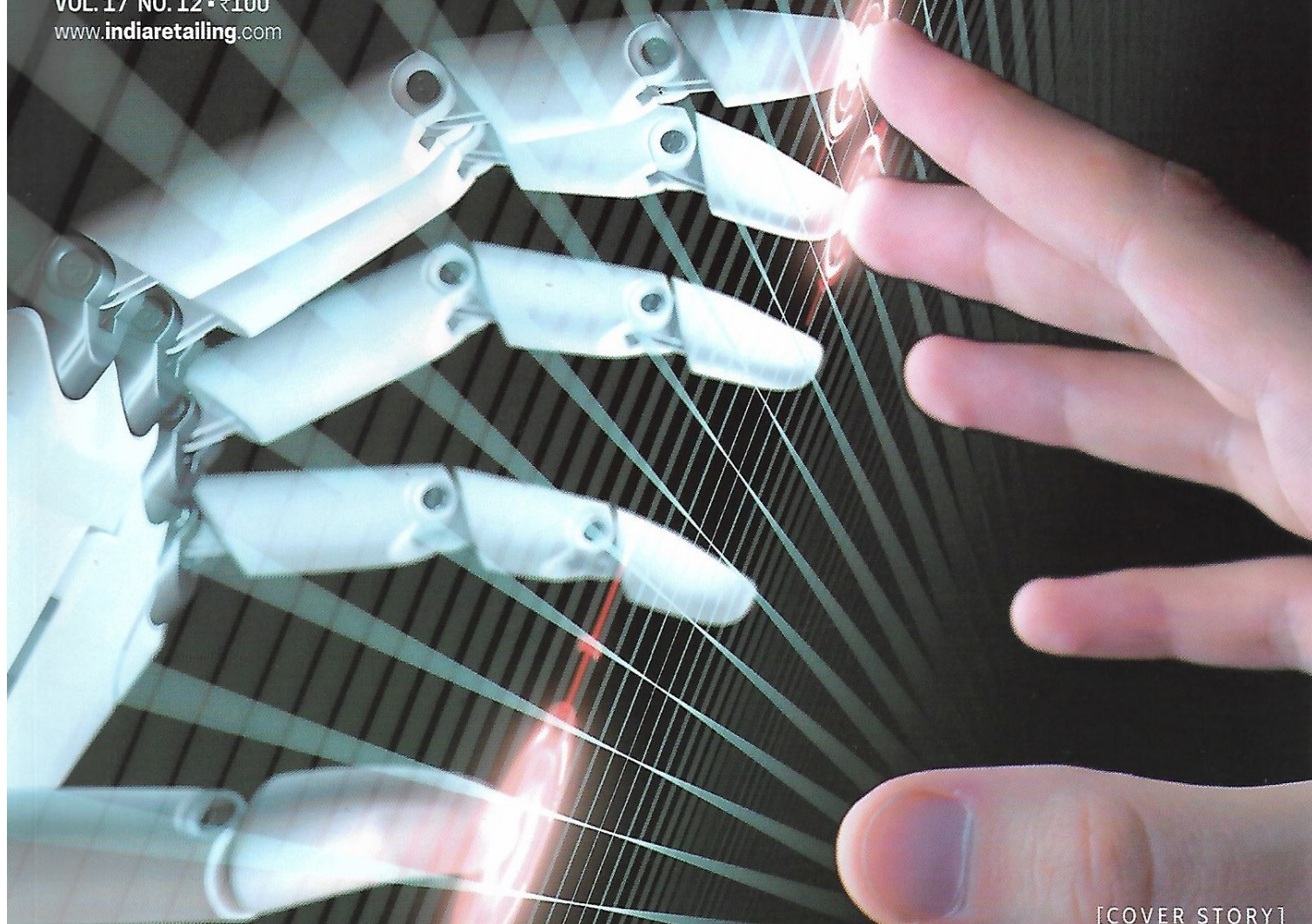
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[COVER STORY]

HUMANS & TECHNOLOGY

DRIVING THE CHANGE TOGETHER

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>> Power

Global footwear giant, Bata, riding on India's growing demand for footwear that supports a healthy and active lifestyle, has launched Power – its international sportswear brand in India. Launched in 1971, Power is the international sportswear brand from Bata. It is designed in Canada and sold all over the world. Style, Technology, Comfort and Durability are the key qualities found in every Power Athletic shoe. Runners, team players, fitness enthusiasts, recreational athletes and adventurers who demand technically advanced footwear with superior quality and value can put their trust in Power.

>> GoS



The iconic Swedish luxury watch brand, GoS, formed a strategic alliance with New Delhi based ExcedoLuxuria, to retail GoS watches in India. Under this exclusive agreement, ExcedoLuxuria, the Ultra Luxury Brand Distributor & By Appointment Luxury Specialist has exclusive marketing and distribution rights for the GoS brand across the Indian sub-continent. This partnership establishes ExcedoLuxuria as the exclusive retail store and online partner for GoS watches in India. With more than 80 percent of the GoS production exported outside Europe, mainly to the United States, China & the Middle East, GoS noticed a growing interest from India. GoS began a search for a partner who understood the level of luxury GoS Watches offers and appointed ExcedoLuxuria as their exclusive representative and consultant for GoS watches in India.



>> Surkhab

Shilpi Gupta Surkhab, a Dubai-based high-end womenswear label which exemplifies the love for heritage techniques and craftsmanship, was launched in India. 'Shilpi Gupta Surkhab' is Shilpi Gupta's poetic ode to the wondrous world of art and design, something that has always driven the creative instincts in her. With its 'customisation trunks', the label addresses every fashion need of a woman who wants to make a chic turn and is much sought after for its bespoke tailoring services for limited edition couture.



>> Melissa

Brazilian brand Melissa, famed for its 'fashionable shoes', forayed into India with its first ever flagship store at the DLF Promenade Mall. The international brand has presence in over 96 countries including key fashion cities such as New York, London, and Hong Kong. International design brand Vivienne Westwood, one of the champions of fashion sustainability, has been collaborating with the brand since 2008. The brand also collaborates with Karl Lagerfeld, Jean Paul Gaultier and many more.



>> Ted Baker

British menswear, womenswear and accessories brand Ted Baker forayed into India in partnership with Aditya Birla Fashion and Retail Limited. All of Ted's store interiors are bespoke to their location, taking into account the surroundings and local culture. Starting with the rich jewel tones in traditional Indian dress, Ted has juxtaposed these with inspiration drawn from the Crown Jewels for a uniquely British twist. Created using traditional and locally-sourced Indian textiles and embellishment, this is thoroughly contemporary take on Ted's travels. A diamond formation timber floor welcomes guests to the space, whilst the ornate