

Open-House Sessions talk today trends for Fashion Retail of tomorrow

In its endeavour to provide knowledge sharing opportunities in different formats addressing the needs of diverse audience groups, ASW 2020 has created a wide range.

While panel discussions are debate platforms where serious issues that impact the industry are deliberated upon, an open house session is a free-flowing, interactive format where there is constant 'to and fro' of ideas between the presenter and the audience. The idea is to exchange thoughts and talk experiences.

This format of knowledge sharing appeals to middle-level professionals and younger audience that are keen to hear experiences of people or set of people working in areas that they would like to take up at some point of time.

In store for participants at ASW 2020 is a series of 6 open house sessions that tackle some really 'today' topics that are trending on digital platforms and young professionals want to know more from people who have the appropriate experience.



6 Open House Sessions

"MAKE YOUR BRAND HEARD"

A Session on Influencer Marketing and Why Brands Need It!

A recent survey suggests that 94 per cent of marketers use influencer marketing because it drives 11x more ROI than traditional digital marketing channels. And contrary to popular belief, it is no longer just a fad or even a trend, it really works. Influencer collaborations, not necessary with traditional celebrities, can drive more traffic to a company's website than normal promotions which can be converted into tangible leads. In a crowded market space, brands need to be heard and influencers are the best bet!

SESSION ON AI AND BLOCKCHAIN

The Impact on Retail and Manufacturing

Nowadays, where consumers expect high quality services, rapidity and proximity, where we are surrounded with huge amount of data to use carefully, the blockchain represents an innovative foundation allowing for smooth interactions. AI and Blockchain technologies will double the impact of AI in retail business. They will empower the retailers to save the insights of their customers in immutable blocks and record the whole process so as to determine what factors were involved, if their marketing plan fails... know more at ASW!

DESIGNER-RETAILER COLLABORATIONS

Finding Nexus for successful business model

The time and age of boutique selling in isolation is over. If any designer wants to grow and expand business, a proper business model has to be put in place. But not all designers have the resources and wherewithal to attempt this Herculean task. More and more corporates are looking for collaborations, so that designers think only of what they are good at- creating- and the business houses take the responsibility of the business. The 'nexus' is a receipt for success!

ROLE OF PRIVATE EQUITY IN DRIVING RETAIL GROWTH

Why Start-ups Should First Identify Their Needs and Then Choose the Right Private Equity Firm

Private equity firms have resources and experience to provide leadership, management and capital that many young and native retailers may not possess. These firms can seamlessly bring in a retail strategist and highly-experienced C-suite talent with the know-how to scale and develop the business with quick decision-making. Equity firms will share tips on how a start-up should first identify its needs and then choose the right private equity firm to address those needs.

FASHION AND RETAIL QUIZ

Test Your Understanding of Fashion Retail with Colleagues from the Company

There is much more to retail than what meets the eye. A fun session among teams from different companies that battle it out to emerge as winners of a quiz that not only tests the knowledge of fashion and retail, but also unearths many informative nuggets that not everyone knows, is definitely worth looking for! After the success of the quiz at the last edition of ASW, we are back with more questions to test professionals on their understanding of the industry they work in. Be ready for some knowledge with fun!

DECODING THE MILLENNIALS

Understanding This Very Difficult but Spend Friendly Section of Customers is the Key to Success in Fashion Retail Today

- The fashion and retail industries are largely aiming their marketing and products towards the millennial market. These millennials can be exceptionally loyal customers—provided they feel they've been treated right. They demand a customer-centric shopping experience—one tailored to their wants and needs as valued customers. Even though millennials are the first truly digital generation, when it comes to shopping, millennials are still interested in the in-store experience!

Over 1000 companies already registered for visitation @ASW '2020

SPONSOR & PARTNERS



FIBRE PARTNER



INTERLINING PARTNER



TECHNOLOGY PARTNER



LOGISTICS PARTNER



WOOL PARTNER



IT PARTNER



CHARGING PARTNER



MERCHANDISE PARTNER



ONLINE MEDIA PARTNER



PRINT MEDIA PARTNER



PRINT MEDIA PARTNER

About Apparel Sourcing Week 2020

Apparel Sourcing Week 2020, a three-day Sourcing Show not only provides the Asian manufacturers a platform to showcase their products & manufacturing capabilities to the Brands & Retailers from all over the world including India, but also extends them a chance to attend the multiple seminars (headed by industry experts), workshops, open-house discussions and networking opportunities organised during these three days, which would help the manufacturers get a better understanding of Indian and International Retail and evolving dynamics of sourcing in various markets and retail formats.

About the Organiser

Apparel Resources is well known for its benchmark publications – Apparel Online, StitchWorld and Resource Guide published from India, Bangladesh & Vietnam. These publications have been around in the industry for over 35 years, supporting, guiding and standing by garment exporters and the retail industry globally, providing them a platform to source better.

Apparel Sourcing Week

Exhibitor Contacts

Mayank Mohindra
mmohindra@apparelresources.com
+91 9810611487

Visitor Contact

Shruti Arora
sarora@apparelresources.com
+91 88000 10134

Ila Saxena
isaxena@apparelresources.com
+91 9810238467

Corporate Communications

B-32, South Extension Part - I,
New Delhi 110049
+91 11 47390000
contact@apparelsourcingweek.com
www.apparelsourcingweek.com