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Sushanto Dey, partner, Sreeleathers shares the exciting journey behind the setting up of his brand, dominating the market as a desi brand, their successful business model and his long-term ...

A brand with a desi connect

A wardrobe workhorse, the denim shirt is

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a modern-day essential. These are the labels producing the best denim shirts for men, both casual and smart.

Blue-Collar Style: A Modern Man's Guide To Denim Shirts

From cable knit sweaters to suede leather derby shoes, these are the top 20 style essentials we want right now... It's a sad fact of life that the word 'essential' is often confused with the dull and ...

20 style essentials we want right now

The best men's dress shirt brands include classics like Charvet, newer brands like Bonobos and budget labels like Uniqlo.

From Cheap to Charvet, These Are the Best Dress Shirt Brands for Men

Jorg takes a deep look at the best IWC watches from the 1980s with some real classics ✓ Featuring the Da Vinci and the Ingenieur ✓ ...

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Buying Guide: The Best IWC Watches From The 1980s

But shopping said brands is somewhat of an art. It can be risky—plenty of shoppers end up with clothes that look nothing like the pictures or that fall apart after one wear. Fortunately, for as many ...

I'm a fast-fashion junkie—these are my top tips for shopping Zaful

With e-commerce fashion sales expected to double by 2022, tech-savvy consumers will soon see digital solutions as a necessity rather than a luxury. Along with changing consumer ...

Virtual Try-on: The Fashion Industry's Future?

A sculptural handbag brand specialising in petite, structured little totes, mostly with feature top-handles in plaited fabrics or metal hardware. Mashu was founded in London by designer Ioanna ...

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Affordable Designer Bags From Independent Brands You Must Have On Your Radar

I've never really been a 'hop straight on a trend' kind of gal. I'm more of an 'initially think something is awful, and then slowly decide to dip my toes in just as the trend dies' kind of gal. This ...

Louise McSharry: Want to try TikTok's faux freckles trend? Here's how I mastered it

A great example of this is the way that Google uses gifs on Instagram to promote various events. Adhering to its style guide, the assets are made with the instantly recognizable bold brand colorways.

How brands are innovating gifs in social media marketing campaigns

Posting Off-Brand Content Whether or not you have a company style guide, it's a good idea to ... include a few examples of what makes a good post on each platform, along with examples of what ...

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7 Mistakes To Avoid On Your Brand's Social Media Channels

(For example ... handbag brand that readers and editors are actually buying from. I had a hunch that Staud was one of the most popular brands among our readers, and our data team confirmed this ...

Receipts Have Been Pulled: These Are the Most Popular Handbags Under \$350

Other tennis superstars have built sponsorship empires. But none ever wooed the corporate class as brilliantly as Federer.

Roger Federer's Biggest Legacy? It Might Be His Billion-Dollar Brand.

Dolce & Gabbana is the latest luxury brand to create fashion NFTs.

Augmented reality may hold the key to making them attractive to consumers.

Can AR kickstart demand for

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fashion NFTs?

Dumb as rock marketers who pulled ad spend during turbulent pandemic times will be in for a nasty shock in 18-36 months time as rivals who maintained spend pull away in terms of brand relevance and ...

'Covid wet blanket' hangs over marketers, but strong brands prevail

At SI we know you're looking for the best. Browse our guide of the Best Boy's Tennis Shoes in 2021 to get just what you need.

Keep Your Child Active With The Best Boy's Tennis Shoes

One of the best parts of the festive season is the advent calendars and, while we'll always have a soft spot for the chocolate versions, it's the beauty ones that have us hooked. Every year, many of ...

Beauty advent calendars 2021: Our

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guide to this year's Christmas treats from M&S, Cult Beauty and more

When shopping for a fitness tracker, it's important to sort out the priority hardware features from the ones that are just bullet points.

Which hardware features do you actually need on a fitness tracker?

Jorg takes a deep look at the best Swatch watches from the 1980s with some real classics ✓ Featuring the Kiki Picasso and the X-Rated ✓ ...

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