

EPCH conferred 'Amity Export Excellence Award'



EPCH was conferred the prestigious "AMITY EXPORT EXCELLENCE AWARD" by Amity Universities Group at the INBUSH ERA WORLD SUMMIT 2024 organised by Amity Universities Group, Noida from 21st to 23rd February 2024. Acknowledging and highlighting the importance of Global Leadership, the summit witnessed the participation of Thought Leaders, Management Gurus, Ambassadors & High Commissioners, Vice Chancellors, Deans and Directors, Corporate leaders and students. On behalf of the EPCH, award was received by Mr. Rajesh Rawat, Addl. Executive Director, EPCH.



Women luxury scarves market to expand at a robust CAGR by 2032

According to a recent report published by ResearchVise, the global Women Luxury Scarves market revenue is expected to expand at a robust CAGR over the forecast period and capture significant market opportunities. The report titled, 'Global Women Luxury Scarves Market, Size, Share, Trends and Opportunities-forecast to 2032' offers a comprehensive overview of the Women Luxury Scarves market, including market size, share, demand, industry development status, and risks between 2024 and 2032. The Women Luxury Scarves market research report comprises a thorough examination of the current and future scenario of the Women Luxury Scarves industry and highlights major trends opportunities, and challenges across various segments, subsegments, and regions.

Among the regions, North America is expected to account for largest revenue share in the global market during the forecast period. This growth can be attributed to rapid advancements in technology, presence of leading companies, and growing

adoption of Women Luxury Scarves. On the other hand, Asia Pacific is expected to register robust revenue CAGR over the forecast period. China, India, South Korea, and Japan are some of the biggest revenue-generating economies in Asia Pacific.

"As the climate crisis worsens, we are proud to be part of the solution of reducing landfill and actively contributing to reforestation and biodiversity to create a new model of consumerism that is kinder to the planet." Having recently entered the Australian market, Left-handesign is quickly gaining traction for its innovative zero-waste products like the signature smooth gel BIJ pen, which can be planted straight into the ground at the end of its life to grow into herbs, flowers and vegetables. ■ *Source: www.opprairie.com*



Sustainability to Anime Mania - 5 Toy Trends taking over in 2024

The Toy Association of America, during its 2024 Toy Trends Briefing, unveiled the trends to watch this year, ranging from sustainability to anime mania. Families are continuing to be mindful about toy spending in 2024 as inflation continues to weigh on budgets for consumers everywhere. In response, several toy makers are launching or expecting to launch new products in popular lines that offer more flexibility in price points, such as creating travel-sized games.

Toy makers are also emphasising product accessibility across all ages abilities. For example, Rubik's Cube - which is celebrating 50 years of business this year - plans to release a new Rubik's Sensory Cube designed with visually-impaired consumers in mind. Each coloured side will have a distinguishable raised pattern, allowing a new group of kids and adults to participate in the game.

Here's a glance at the top five trends to watch:

Sustainability: It's a trend that has been sweeping over just about every product category, and now its firmly made its way into the toy world. Parents more than ever are paying attention to the materials used in the toys they purchase. According to the Toy Association, 45 percent of parents under the age of 40 consider the environmental impact of a toy when making buying decisions. Wooden toys like those from Melissa & Doug or Bababoo and Friends will be highly sought after this year.



Eerie Enchantment: Interest in all things spooky is now officially on the radar for toy makers. With the popularity of "Wednesday," a supernatural comedy Netflix series that set viewing records, toy makers are capitalizing on everything in the spooky, horror and mystery genres. Toys that focus on new technology, hidden features, secret codes and other elements made popular through the genres will be on the rise. "Wednesday" is also the 2024 License to Watch, according to the Toy Association.

Holistic Play: Dubbed "Vitamin P(lay)," this trend focuses on toys that offer skill-building during playtime as 51 percent of parents consider whether a toy promotes wellness during play, according to the Toy Association. In addition, parents are looking for toys that offer something extra to the imagination - 67 percent of parents look for STEAM elements in a toy, 59 percent look for toys that help with life skills such as cooking or maintenance, and 49 percent look for toys that help emphasize social skills.

All About Anime: Once a very niche form of entertainment, anime has stepped into the mainstream in recent years. More than one in four parents are likely to purchase a toy based on an anime or gaming franchise and it is for that reason that toy makers are looking to take on more anime licenses. Entry-level anime franchises, such as "Naruto" or "One Piece," offer easier to follow storylines that appeal to a wide range of consumers.

Social Media and Edutainment: Social media and gaming platforms, such as Roblox, are continuing to inspire toy and games across the board. Brands that focus on edutainment - combining education and entertainment - will also see more growth as digital creator names like Ms. Rachel and Cocomelon remain fan favorites for parents. ■

Source : Gifts & Decorative Accessories

