



“Analytical Fashion, Sourcing Speed, Compliance & Digital Retail” 4 Biggest Determinants of Success in Fashion Retail Unveiled by India Fashion Forum 2017

~ Suresh J, Managing Director & CEO, Arvind Lifestyle Brands Limited to chair 17th edition of India's largest fashion retail intelligence event ~

~ Two-day industry mega congregation to focus on innovation in fashion design, experiential retail, sourcing sustainability and industry-wide compliance systems ~

~ IMAGES Fashion Awards honoring most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2016-17 ~

Mumbai, 27th March, 2017: India’s mega fashion retail intelligence event **India Fashion Forum**, is all set to hold its 17th edition at Hotel Renaissance, Mumbai on 12th & 13th April 2017. IFF 2017 will be chaired by **Suresh J, Managing Director & CEO, Arvind Lifestyle Brands Limited.**

The theme for IFF 2017 -- **“The 4 Power Nodes – Analytical, Buy Now, Compliance and Digital”** -- sharply communicates the biggest determinants of success in the business of fashion in the post-technology age. Aiming to highlight how the fashion retail industry must be driven completely by analyzing not just operations, but also the world around it for speeding product turnaround time to cater ‘see now, buy now’ generation. The platform will also edify on higher degree of compliance in the fashion supply chain in India ascended by demonetization. In the future, transparency in trade practices will need to be combined with social compliance and environmental compliance, all of which are critical for the growth of sustainable fashion businesses. This year, IFF will also encompass the importance of digital evolution in fashion retail industry. Be it from a physical store or on analytics driven online platform, fashion brands need to present themselves seamlessly to consumers on all sales channels. Technology is the biggest ally in the battle to meet the expectations of the digitally-powered fashion consumer.

“In India, fashion industry has seen the incredible transformation of the consumer trend in last two decades. Cut to 2016, and we’re the world’s fastest growing major market, and populated by demanding, aspirational, globally-connected, and living-for-the-‘now’ consumers. And for fashion marketers and retailers, as if that were not enough, there is now the added complexity of digital consumption. The escalating interest of the global fashion brand and omnichannel models are add on to the rising fashion and all lifestyle accoutrements business in India,” said **Suresh J, Chairman, IFF 2017, and Managing Director & CEO, Arvind Lifestyle Brands Limited.**

"India Fashion Forum (IFF) has chronicled and even catalyzed ahead-of-the-curve innovations in consumer experiences and fashion consumption, which many of us have been witness to. It is truly a mega intelligence event on the supply side of fashion retail economics where leaders from India and the world will create the next epoch of fashion retailing with most exciting and potentially game-changing ideas, innovations, and business strategies," he added.

IFF 2017 is an exciting blend of conference sessions, workshops and masterclasses, zoned exhibitions and industry awards making it a convergence of the biggest trends and determinants of success in the business of fashion in India. The IFF Conference provides unmatched platform for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs Roundtables, presentations, Knowledge Series sessions and workshops. Four themed exhibition platforms – TrendView, L Cube, Customer



Experience Forum, India Brand Show – will be showcasing the most market-ahead fashion ingredients, design innovation, technology, fashion retail strategies and solutions to a mega congregation of leaders from the business of fashion in India and elsewhere.

Speaking about the forum **Mr. Amitabh Taneja, Chief Convenor and CMD, IMAGES Group**, said, “IFF is an industry platform that has opened doors to a lot of national and international fashion brands. It has been instrumental in augmenting the India-presence of leading global players. After an overwhelming response from the international and national market players’ year after year, IFF is glad to announce the 17th edition of the fashion forum which has just grown bigger with more and more brands associating with us.”

With the agenda set before it, 2 days of the IFF’17, will be a focal point for all the vibrant thoughts to accurately read the underlying opportunities and predict future consumption paths the Indian consumer will tread that will help the fashion retail business to sustain and expand.

Key Highlights at IFF 2017:

- **IFF will kick start with the inaugural session - Bringing Alive the Future of Fashion** emphasizing on innovation and challenges for fashion in the 21st century. Additionally, highlighting what are the top 3 e-commerce challenges for retailers and how it can be built into powerful propositions with industry stalwarts **B S Nagesh (Founder, TRRAIN), Suresh J (Chairman IFF 2017 , MD & CEO, Arvind lifestyle Brands), Abhishek Maheshwari (VP & Country Head, The Walt Disney Company, India), Ananth Narayanan (CEO, Myntra), Bhushan Patil (President, Paytm), Govind Shrikhande (MD, Shoppers Stop), Gaurav Mahajan (President, Apparel, Raymond), Janne Einola (CEO - Country Manager, H&M India*) and Prashant Gupta (President & CEO, abof.com – all about fashion)**
- A session highlighting fashion in the era of connected consumers and what Facebook can teach you about connected customers by **Pulkit Trivedi, Director, Industry Verticals (India) Facebook**
- Get insights on the Indian Fashion Market from **Saloni Nangia, President, Technopak** and learn brand valuation & value creation with **Ajimon Francis, Managing Director (India), Brand Finance** at The Fashion Math classrooms
- Fashion intelligence by **Vineet Satija, Associate Director, PwC** and get on the trend of changing fashion consumer, and how the Industry can keep pace with this change with **Hemant Mehta, Managing Director – Media, Digital & Chief Strategy Officer, Kantar IMRB**
- **Erica NG, Senior Editor, Asia Pacific, WGSN will be addressing how** mobile consumers are changing? What are the retail trends along with sharing insights on store design & VM trends
- A panel having **Sandeep Mistry (IT Head, Aditya Birla Fashion & Retail – Pantaloons), Darshana Srivastava (Head VM, Arvind Lifestlye), Manoj Krishnan (Senior Vice President, Information Technology, Landmark Group), Anil Shankar (CCA & VP – IT, Shoppers Stop), Kunal Mehta (IT, Raymond) and Jacqueline Mundkur (Group Head - Customer Engagement, Future Group)** will be sharing their insights on **The Internet of Things and Virtualization of Retail**
- **With inaugural session of CX Forum: Fashion Tech at its edgiest** get to know the internet of fashion from the industry experts like **Vikram Idnani (Head IT, Trent), Vishal Kapil (Director IT, Adidas Group), Preeti Sukhtankar (Founder, The Label Life - Curated collection of Sussanne Khan, Malaika Arora Khan & Bipasha Basu), Shivanandan Pare (Head - New Digital Businesses, Aditya Birla Fashion and Retail), Vishakha Singh (Founder, RedPolka.com) and Sachin Oswal (Omnichannel Head, Shoppers Stop)**



- Get to know **The Fashion Buyers Briefing** by **Priya Sachdev, Business Director – South Asia, WGSN** and sportswear trends by **Brian Tam, Design and Marketing Consultant, The Woolmark Company** at **Buy Now, Sell Now session**
- The Woolmark Company presents India Brand Show
- 20 of India's most influential, celebrated fashion professionals narrate the inside stories of their biggest tests and yet-to-be-fulfilled dreams. Present at the occasion will be **Abhishek Ganguly (Puma), Alok Dubey (CEO, Arvind Lifestyle Brands), Anant Daga (CEO, W), Apeksha Patel (CEO, Deal women's wear & and E2O Bags), Avnish Kumar (Director, Neerus Ensembles), Ganesh Subramanian (Founder & CEO, Stylumia (Ex COO Myntra)), Gaurav (Mahajan, President-Group Apparel, Raymond), Kavindra Mishra (MD & CEO (India) Pepe Jeans London), Lait Agarwal (CMD, V-Mart), Manish Mandhana (Joint MD, Mandhana Industries (Being Human)), Manjula Tiwari (CEO, Cover Story), Manoviraj Khosla (Designer), Mohita Indrayan (Director, 612 league and Manu Indrayan, MD, 612 league (Duet)), Priyadarshani Rao (Creative Director, Minerals) and Jaydeep Shetty (CEO, Minerals (Duet)), Rahul Jashnani (MD, Jashn), Shailesh Chaturvedi (MD & CEO, Tommy Hilfiger Apparels India), Sharmila Nadkarni (Owner, Desibelle), Vineet Gautam (CEO & Country Head, Best Seller India) and Yashika Punjabee (Creative Director & Co Founder, The Label Corp)**
- **The inaugural edition of Customer Experience Forum** will focus on leveraging technology to create superior customer experience and loyalty, effective cross channel marketing to understand customer behaviour and Visual merchandising and store design to enhance sales
- **Harminder Sahni, Founder and Managing Director of Wazir Advisors** will re-portray building The Vision for the fashion industry
- India is the promised land for foreign brands and a session will present success formula of global brands & retailers, their learning, strategy shifts and issues yet to be cracked to get the best of the emerging opportunities by **Atul Chaturvedi (Additional Secretary, DIPP, Ministry of Commerce & Industry), Patrick Santillo (Minister Counselor for Commercial Affairs, ITA, U.S. Embassy), Oliver Kaye (India CEO, Gap), R Satyajit (International Brands & Chief Omni-Channel Officer, Aditya Birla Retail), Vivek Bali (India Head, Sephora), Darshan Mehta (President, Reliance Brands), Rakesh Mishra (VP and Head of Marketing, Target), Vishal Katkoria (Director, Consumer Markets, o3 Capital)**
- The evening of 13th April will be a bystander of the **IMAGES Fashion Awards** that will honor most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2016-17

Catch IFF 2017 highlights: <http://www.indiafashionforum.in/agenda-2017/>

About IMAGES GROUP:

Recognized by the international retail community through its B2B Magazines, business conferences, exhibitions, research publications, and digital media, the IMAGES GROUP is India's largest retail intelligence organization that is trusted as the catalyst for profitable growth of modern retail through knowledge platform leadership. A strong portfolio of business publications have served since 1992 to inform, advise and inspire leaders and decision makers of the retail industry.

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