



India Fashion Forum 2018: The Smart Fashion Movement to turn brands into ICON

~ Hon'ble Union Textiles Minister Smriti Irani invited as Chief Guest at India Fashion Forum 2018 ~

~ Suresh J, MD & CEO, Arvind Lifestyle Brands Ltd to chair the 18th edition of India Fashion Forum ~

Mumbai, 7th March 2018: In its eighteenth edition, India Fashion Forum (IFF 2018), the premier knowledge and networking platform for India's vast, multi-dimensional and multi-hued fashion retail industry, will be taking place on 13th and 14th March 2018 at Hotel Renaissance, Mumbai.

IFF has evolved over the last 18 years into India's most robust and influential platform for Fashion Retail, with the ardent support of the industry. Union Minister for Textiles Ms **Smriti Irani, has been invited as the Chief Guest.**

This year, IFF gets a complete makeover with a promise to be truly remarkable two days of great learning, networking, deal making and felicitations with:

- 100+ crisp presentations
- 100+ Innovations, ideas and opportunities on display
- 3000+ Engaging Participants, 100+ Design, Innovation & Digital Drivers
- 100+ Global brands & retailers
- 100+ Regional/ Local/ SME Retailers, Franchisees & Distributors
- 100+ Shopping Centre Professionals
- 100+ Design, Product Development, Merchandising, Buying & Sourcing Professionals
- 100+ Investors/PE Funds, Startups & Enablers

The theme for IFF 2018 -- "**The Smart Fashion Movement**" with 4 calibrated platforms viz **Intelligent Engagement, Powered By Design, Retail As Experience and The Tech Of Everything** -- will sharply communicate the biggest determinants of success in the business of Fashion Retail that can turn the brand into an ICON in the post-technology age.

To be chaired by **Suresh J, MD & CEO, Arvind Lifestyle Brands Ltd, India Fashion Forum 2018**, IFF is the global identity of Indian Fashion industry and a mega intelligence event on the supply side of fashion retail economics.

"It is stunning to see the incredible transformation India as a consumer market has undergone in the past two decades. And for much of that period – 18 years to be precise – India Fashion Forum (IFF) has chronicled – and even catalysed – ahead-of-the-curve innovations in consumer experiences and fashion consumption." said, **Suresh J, MD & CEO, Arvind Lifestyle Brands Ltd, India Fashion Forum 2018.**

Mr. Amitabh Taneja, Chief Convener and CMD, IMAGES Group, said "The fashion retail segment has been changing drastically and has evolved to a whole new level over the past few years. It is imperative that brands have a clearly defined strategy to thrive in a market that has been grappling through an economic slowdown. Technology and consumer behaviour are speeding up changes in



fashion on a daily basis today and no single company or brand can keep up with all the information needed to manage that change. IFF breaks it down into 4 power nodes, the essential corner stones for building a sustainable retail model.”

The platform creates unparalleled opportunities 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. Thoughtfully created four themed exhibition platforms — **TrendView, L Cube, Customer Experience Forum, India Brand Show** — showcasing the most market-ahead fashion ingredients, design innovation, technology, retail strategies and solutions to a mega congregation of leaders from the business of fashion in India and elsewhere.

Key Highlights at IFF 2018:

- **Michael Yacobian**'s masterclass on 'Buying Environments vs Selling Environments for Today's Omni Shopper' to assist retailers with attracting, developing and retaining today's Omni Shopper, by creating and experiencing an in-store and online Buying Environment followed by Interaction with Fashion CEOs & Professionals. For 30 Years, Michael Yacobian has worked with the world's finest retailers to transform traditional Selling Environments into Buying Environments. This transformational approach and content is easy to understand, internalize and apply in all retail channels, Brick & Mortar, Online and Mobile. His impressive portfolio covers more than 75,000 stores, more than 3 million associates & managers trained and a whopping \$ 1 trillion sales
- **IFF Inaugural Session & Panel Discussion**
 - Inaugural and keynote address by IFF 2018 Chief Guest, **Hon'ble Union Textiles Minister, Smriti Irani**
 - Welcome note by **Suresh J** (Chairman, India Fashion Forum & MD & CEO, Arvind Lifestyle Brands Ltd)
 - **Dave Thomas** (MD, Adidas Group India) will highlight Transformation Through Innovation
 - **Ananth Narayanan** (CEO, Myntra & Jabong) *will talk on delivering fast fashion to consumers – 'Connecting Human & Artificial Intelligence, Technology & Engagement'*
 - **Panel Discussion - Bringing Alive the Future of Fashion and Lifestyle** through Innovation, Consumer Insights, and Retail Differentiation with **Michael Yacobian** (CEO, Top-Line Solutions), **Arvind Varchaswi** (MD, Sriveda Sattva), **Rakesh Biyani** (Jt. MD, Future Retail), **Sarada M Muraleedharan** (DG, NIFT). Session moderated by **B S Nagesh** (Founder, TRRAIN)
- Fashion Industry stakeholders share country / region specific insights, draw parallels and identify areas of possible synergies and cooperation for market expansion and driving cost and operational efficiencies - **Raza Beig** (Director, Landmark Group and CEO – Splash and ICONIC, Dubai), **Tushar Ved** (President, Major Brands), **Joseph Leftwich** (Director, Retail Management Consultants, UK), **Jesper Nielsen** (Founder, Amazing Jewelry), **Martyn Clark** (Global Head-Retail Operations, Dyson) and **Bijou Kurien** (Strategy Board Member - L Catterton Asia Holdings)
- Release of **Myntra Fashion Report** by **Gunjan Soni** (Head - Jabong and CMO, Myntra) – Encompassing exclusive studies on the emerging fashion consumer segments, categories, fashion trends and what new age consumer thinks, the report will feature an interesting tale of 2 nations – India vs Bharat. The edition is action packed with content highlighting the key takeaways to capture next gen Z and forward-looking projections towards what the future holds



- This year, in a first, IFF brings an eminent panel of international and domestic luminaries drawn from licensing, fashion & retail, sharing their views and insights on key trends, synergies and how licensing can enhance the fashion business
 - Panel: **Nicolas Loufrani** (CEO, Smiley Company), **Sandeep Dahiya** (Director & Business Head - Brand Extensions, BCCL), **Sanjeet Mehta** (Executive Director & Head - Disney Consumer Products – The Walt Disney Company), **Girish Kumar** (Licensing & Trading Head, Shoppers Stop), **Sumit Dhingra** (COO- Arvind Heritage Brands Division (Arrow, Izod & Aéropostale)) and **Manohar Kamath** (Head, Private Brands, Myntra) and **Shweta Pandey** (Director Counsel, Head Legal & Member, Board of Directors)
- **10 Vibrant Fashion CEOs** will make 3-minute AV presentations each to the Jury followed by a 2-minute Q&A at **Images SoloX**
- Capsule Program for Fashion Forward League - By **NIFT & 3 US Universities**
- **NIFT** will also launch **India Sizing Study** at **NIFT Alumni Meet @ IFF**
- **Abhishek Bansal** (ED, Pacific Malls), **Arjun Singh Gehlot** (Director, Ambience Malls), **Pramod Dwivedi** (Head-Marketing, Ambuja Neotia Group), **Mukesh Kumar** (Senior VP, Infinity Malls), **Nirzar Jain** (SVP, Operations, Nexus Malls), **Pramod Arora** (CEO, Future Market Networks (Real Estate, Future Group)), **Rajendra Kalkar** (President-West, Phoenix Mills), **Rajneesh Mahajan** (CEO, Inorbit Malls), **Sunil Shroff** (CEO, Viviana Malls), **Suresh Singaravelu** (ED, Forum Malls), **Yogeshwar Sharma** (ED, Select CityWalk) will be discussing How Shopping Centres Make Fashion So Much More Exciting for Consumers with Heads of Fashion & Lifestyle Brands
- Partake in an interesting conversation **with Kishore Biyani** (Founder & CEO, Future Group) and **Sonali Krishna** (Anchor & Senior Editor, The Economic Times/ ET NOW)
- The evening of 14th March will host the **IMAGES Fashion Awards 2018** that will honour retailers, brands and professionals for excellence in the business of fashion in India

[Catch the IFF 2018 Agenda here](#)

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 has served since 1992 to inform, advise and inspire leaders and decision makers of the retail industry.

For further queries contact ITW Playworx PR@:

Namrata Aswani - 09920710261 | namrata@itwconsulting.in
Sushil Panigrahi - 09930634197 | sushil.p@itwconsulting.in