



## **IMAGES Fashion Awards 2018 honour India's finest fashion retailers**

*~Glittering ceremony recognizes fashion companies for outstanding brand performance, retail excellence, store design and fashion innovation for calendar year 2017~*

**Mumbai, 15<sup>th</sup> March 2018:** The second day of the 18th annual mega congregation of the India Fashion Forum culminated with the IMAGES Fashion Awards (IFA), which honoured outstanding achievers among India's finest fashion retailers.

The awards evening, which was also the grand finale of the 18th edition of India Fashion Forum (IFF), was attended by over many of India's most prominent organisational, business and category heads from the country's leading fashion and retail companies. Emceed by **Sophie Chaudhary** and **Aneesh Trivedi**, the ceremony recognised the achievements of outstanding fashion brands and retailers across various unique categories. The evening began with the note by **Suresh J, Chairman, India Fashion Forum and MD & CEO, Arvind Lifestyle Brands Ltd.** A stunning performance by **Apeksha Dandekar, an Indian playback singer who has worked on several Hindi and Marathi movies such as F.A.L.T.U, Youngistaan, Singh is Bling, Zubaan, Yellow, Timepass 2 and Reti set off the evening's proceedings in exquisitely melodious style.**

The coveted IFA trophies for 2018 was given to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2017-18 selected by the eminent panel of the IFA Jury members. Chaired by **B. S. Nagesh-Founder, TRRAIN**, the jury comprised of distinguished personalities in the field of research and consulting with thorough insights in to the business of fashion included:

**Abheek Singhi, Sr. Partner & Director, BCG among, Ajay Macaden, Executive Director, Nielsen India, Ajay Kaul, Senior Director, Everstone Group, Anand Ramanathan, Partner, Strategy & Operations Consulting, Deloitte, Ankur Shiv Bhandar, Founder & CEO, Asbicon Group, Bijou Kurien, Board Member, L Catterton Asia, Debashish Mukherjee, Partner & Co Head India, AT Kearney; Harish Bijoor, Founder, Harish Bijoor Consults, Harminder Sahni, Founder & MD, Wazir Advisors, Lara Balsara Vajifdar, Executive Director, Madison World, Sunil Kumar Alagh, Founder & Chairman, SKA Advisors, Rama Bijapurkar, Expert Marketing Strategy & Consumer Behaviour, Professor Ravi Dhar, Yale School of Management, Sreedhar Prasad, Partner & Head, Consumer, Retail & Internet KPMG Chhavi Bhargava, Chief Marketing Officer & Chief Commercial Officer, South Asia.**

### **IFA 2018 AWARDEES**

#### **Business Awards**

- IMAGES Most Admired Fashion Brand of the Year: Men's Westernwear – **Tommy Hilfiger**
- IMAGES Most Admired Fashion Brand of the Year: Women's Westernwear – **Vero Moda**
- IMAGES Most Admired Fashion Brand of the Year: Kidswear – **Pepe Jeans London**
- IMAGES Most Admired Fashion Brand of the Year: Jeans & Casualwear – **Tommy Hilfiger**
- IMAGES Most Admired Fashion Brand of the Year: Active Sportswear – **Puma**
- IMAGES Most Admired Fashion Brand of the Year: Women's Indianwear – **W**
- IMAGES Most Admired Fashion Brand of the Year: Footwear – **Bata**
- IMAGES Most Admired Fashion Retailer of the Year: Large Format Store Chain – **Max**
- IMAGES Most Admired Affordable Fashion Retailer of the Year – **Pantaloons**



- IMAGES Most Admired Rising Star of the year – **Deal Jeans (western wear)** and **Shree The Indian Avatar (Indian wear)**
- IMAGES Most Admired Fashion Company of the year – **House of Anita Dongre**
- IMAGES Most Admired Fashion Forward Retailer of the Year – **1 India Family Mart**

#### **Presentation Awards**

- IMAGES Most Admired Profitable Design Concept of the Year: Retail Design & VM – **Adidas – Adidas Homecourt Store at Express Avenue Mall, Chennai and The Raymond Shop – Mini TRS**
- IMAGES Most Admired Profitable Design Concept of the Year: Fashion Line – **Wills Lifestyle – The Elements Collection**
- IMAGES Most Effective Marketing & Promotions Campaign of the Year – **Adidas – Sports Culture Promotion, Brand Factory – Free Shopping Weekend 2.0, FBB – Fashionable Kurti Collection and Manyavar – Naye Rishte Naye Vaade Campaign**
- IMAGES Most Valuable Fashion Startups of the Year – Winner - **6 Degree**, 1<sup>st</sup> runner-up – **Monrow Shoes** and 2<sup>nd</sup> runner-up - **Wishbook**
- IMAGES Most Effective Tech Implementation of the Year: In- store Technology Adoption – **AND**
- IMAGES Most Effective Tech Implementation of the Year: Customer Experience Tech Implementation – **Myntra**
- IMAGES Most Effective Tech Implementation of the Year: Omnichannel Technology Implementation – **Arvind Internet – Arvind Lifestyle Brand Limited**
- IMAGES Fashion Success Story of the Year: Mall + Retailer Collaboration – Winner – **Infiniti Mall and Spykar**, 1<sup>st</sup> runner-up – **High Street Phoenix Mumbai & Adidas** and 2<sup>nd</sup> runner-up – **Palladium Mall Mumbai & Genesis Colors**
- IMAGES Most Admired Fashion Innovation of the Year – **Liva by Birla Cellulose** and **Intelligent Fashion by Myntra**
- IMAGES Most Admired SoloX Fashion Professional of the Year – Winner – **Jacqueline Kapur, Co-founder & President, Ayesha Accessories**, 1<sup>st</sup> runner-up – **Sandeep Kataria, CEO, Bata India** and 2<sup>nd</sup> runner-up – **Sarfaraz Syed Ahamed, Founder & CEO, LKS Fashion House**

#### **Nomination and Selection Process**

IFA nomination categories and entry details are announced through the IFF websites, magazine ads, a personalized electronic campaign and tele-calling to prospective nominees in all proposed categories. Nomination forms are checked by the IFA audit team for eligibility, completeness and data correctness. Nominees may be asked to rectify mistakes, if found any, and also provide supporting documents wherever required.

IFA team of analysts then make a presentation for the IFA jury – with analysis of performance metrics such as growth in top line sales and retail presence, sales per square foot, same store sales growth. A special note is prepared on Effective Technology Adoption, Product Development, Customer Service, Buying & Merchandising, Category Management, Supplier Relations, Employee Relations, Marketing & Promotions, Brand Distribution, Brand Retailing, Any one key achievement during above mentioned period.



### **About India Fashion Forum**

Launched in 2000, India Fashion Forum (IFF) is India's largest fashion retail intelligence event. Every year, an exciting blend of Conference sessions, workshops and masterclasses, zoned exhibitions and industry awards mark the IFF confluence of the biggest trends and determinants of success in the business of fashion in India. The IFF Conference 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. Four themed exhibition platforms - TrendView, L Cube, Customer Experience Forum, India Brand Show -- showcase 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.

### **For further queries contact ITW Playworx PR@:**

Namrata Aswani - 09920710261 | [namrata@itwconsulting.in](mailto:namrata@itwconsulting.in)

Sushil Panigrahi - 09930634197 | [sushil.p@itwconsulting.in](mailto:sushil.p@itwconsulting.in)