

15-16 march

2016

YOUR ACCESS TO THE
FUTURE OF FASHION

Renaissance Hotel, Mumbai

Exclusively.com

PRESENTS

IFF | INDIA
FASHION
FORUM
2016

Mission: **FASHIONING THE FASTEST CHANGING CONSUMER MARKET OF THE WORLD**

IFF'16 Theme: **7 AGENTS OF CHANGE FOR THE BUSINESS OF FASHION**

- Intuitive Tech
- Intelligent Resourcing
- Seamless Experience
- Brand Alive
- Human Connect
- Open Thought
- Alpha Brandsters

FASHION RETAIL - CONFERENCE AGENDA DAY 1 – March 15, 2016 (TUESDAY)

Open Thought

10:30 - 11:00

CONFERENCE: PROFITABILITY IN FASHION - WHAT MAKES FASHION RETAIL THE MOST EXCITING AND PROFITABLE BUSINESS TO BE IN

- What makes Fashion the **most exciting of retail businesses** to be in – Case Studies of brands like GAP, Abercrombie & Fitch who have survived many decades, and garnered a cult following
- Where are the **profits in Fashion**:

- **Case Studies** with break-ups on cost of different processes like: Sourcing / Merchandising / Employee Cost at stores and back-end / Store Design cost / Real Estate cost of stores in malls and high streets / Marketing and Branding cost
 - Understand the secret of brands like Zara, H&M, Uniqlo achieving **trading densities** and returns per square feet of retail area, far ahead in multiples of other retailers. And how can fashion retailers in India steadily replicate these benchmark processes to get there
- *Research Presentation: Debashish Mukherjee, Head, Consumer and Retail, A.T. Kearney*

Open Thought

11:00 - 12:30

CONFERENCE: INAUGURAL AND KEYNOTE ADDRESSES: FASHIONING THE FASTEST CHANGING CONSUMER MARKET OF THE WORLD

Debating and discussing the OPPORTUNITIES and CHALLENGES

Fashioning an emerging superpower brings in its wake a huge thrust of opportunity. India will soon be a **\$3 trillion economy** – it took 20 years to reach the one trillion dollar GDP, while the next trillion was added in just six to seven years. This kind of growth signals a phenomenal opportunity for the fashion industry to think all-out in terms of riding this huge potential, given the fact that no other industry reflects the increase in lifestyle aspirations and consumption with growing affluence, than the Fashion and Lifestyle industry. The **buying power** in hands of young consumers is growing immensely, and this increased buying power translates the first thing into the desire to spend on *looking good*. The **accessibility of fashion** itself is growing with fashion retail not only booming in the six-seven metros, but a big number of revenues and profitability coming in from Tier II and Tier III towns for a number of major retailers. Further promise of 100 Smart Cities bringing great infrastructure with planned growth, will further open the affluent and young working people to settle in these cities driving spending and consumption on fashion, home and lifestyle. **Online retail** has been the game-changer by penetrating the entire geographic reach of the country and the growth rates are amongst the fastest growing in the world. We also have the **world's biggest young demographic**, 65% of population being 35 or under, and half of our 1.25 billion people under 25 years of age – these are the consumers for today and tomorrow who are enough to drive fashion consumption for the next 10 years, willing to spend and in the know of latest trends. Various mediums like television, cinema, print and magazines, digital media, lifestyle shows and fashion events are acting as **Social influencers** further

catalyzing the aspirational value in consumers to demand the best styles and latest trends.

All this opportunity is not without its share of **Challenges** though. They do remain in the form of expensive **retail real estate** denting profitability margins, **logistics** for bringing fast fashion into the stores and ensuring seamless last mile delivery still not as robust, the integration of **technology** and its understanding in production, design, inventory management, creating digital interfaces being still quite low by people both at strategic decision making and operational level; the understanding by retailers of a true **Omnichannel** model to get ready for the future is still not there, and building a **fashion product** by understanding consumer tastes and trends is still lagging.

Visionary leaders of our industry come together to share insights on how to take India's surge ahead as a fashion superpower and to make it into a key fashion market of the world, build robust business models for the future, and drive consumption and profitability in one of the most promising and lucrative markets of the world.

- *Session Chair:* **BS Nagesh, Founder, TRRAIN**
- *Chairman's Welcome Remarks and Introduction to IFF'16:* **Kabir Lumba, Chairman, IFF and MD, Lifestyle International**
- **Amit Maheshwari, CEO, Exclusively**
- **Rakesh Biyani, Joint MD, Future Retail**

Open Thought

12:30 - 13:45

CONFERENCE: CEO THINKPAD: THE DYNAMICS OF EVER-CHANGING FASHION BUSINESS AND HOW CEOs ARE COPING TO GET READY FOR THE NEXT DECADE



Few industries require their leaders to stay as nimble and on their toes as the fashion retail business. The dynamics of the fashion industry undergo a sea change dramatically and need leaders to think from an entirely new perspective every couple of years. The very nature of the fast-moving trend of fashion, requires retailers and brands to jump on trends right away, coupled with the additional dynamics that are adding to the challenges. Fashion and lifestyle consumers not only want to see a level of freshness in

their products, but also in the entire shopping experience. Shoppers increasingly want brands to speak to them with the same level of relevance, whether they are on an online website, or an app, or browsing in a store.

To succeed amid the shifting tides, fashion leaders need to build up competence in many new areas like:

- **Digitization:** young fashion customers increasingly going digital to get information on trends, exchange experiences, compare prices, shop online 24x7
- **Channel convergence:** digital channels no longer only serve to provide pre-purchase information; they have become standalone transaction platforms. Independent of channel and device, fashion consumers expect a seamless shopping experience.
- **Deluge of data:** more and more customer data is coming through all kinds of new touch points – from user accounts to social networks. But how to use that intelligently?
- **Growing Urbanization** and different expectations of Metros vs Tier 1, Tier 2, Tier 3 consumers
- **Global-local** brand management
- **New shopping experience:** giving a new meaning to stores - reevaluate store locations and sizes, optimize store density, design stores for a lower investment and operational cost, and potentially renegotiate leases

Hear from the biggest CEOs on how they are building brands and businesses of the future, building fashion tribes and communities, gaining trust, and growing loyalty from the digital savvy consumer. How do retailers know which products their customers are truly passionate about, and how do they deliver on their brand promise every single day.

- *Lead Presentation: **Dr. Chandan Chowdhury, MD, Dassault Systemes, India***
 - *Driving revenue and improving margin in Fashion Business - Technology enabled innovation strategy*
- *Research Presentation and Moderator: **Debashish Mukherjee, Head, Consumer and Retail, A.T. Kearney***
- **Bhavik Jhaveri, Founder & CEO, Pretr**
- **Dilip Kapur, Founder & President, Hidesign**
- **Ganesh Subramanian, Founder and CEO, Stylumia & Ex-COO, Myntra.com**
- **Kenny Si Yeol Shin, Director & CEO, SHOP CJ Network**
- **Rajiv Nair, CEO, Celio**
- **Sanjay Roy, Executive Director, Puma India**
- **Sharad Mehra, CEO, Pearl Academy**
- **Vinay Nadkarni, MD & CEO, Globus**

13:45 – 14:30

Luncheon Meet

Open Thought

14:30 - 15:00

CONFERENCE: THE NEXT 5 YEARS OF EVOLUTION FOR THE FASHION AND LIFESTYLE BUSINESS

- The Growth categories
- Categories with the highest profitability
- New fashion retail concepts
- The next billion dollar fashion and tech ideas

- *Research Presentation:* **Abheek Singhi, Senior Partner and Director, The Boston Consulting Group (BCG)**

Open Thought

15:00 - 16:00

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- The Growth categories
- Categories with the highest profitability
- New fashion retail concepts
- The next billion dollar fashion and tech ideas

- *Lead Presentation:* **Sandeep Mukherjee, SAP Hybris Head, Indian Subcontinent**
- *Moderator :* **Manav Sethi, Group Marketing Head and Head, Digital Products & Strategy, Askme.com**
- **Gaurav Nabh, Marketing Director, Koovs.com**
- **Mohit Dhanjal, Director Retail, Raymond**

- **Rahul Bhalla, Co-Founder and CEO, Latin Quarters**
- **Rajesh Jain, Managing Director & CEO, Lacoste**
- **Rishab Soni, MD, SSIPL Group**
- **Sandeep Kulhalli, Vice President – Retail & Marketing, Tanishq, Titan**
- **Sunjay Guleria, Director - Global Business Development, Exclusively**
- **Dr. Priya Mary Mathew, Pearl Academy**

Intelligent Resourcing

14:30 - 16:00

KNOWLEDGE SERIES: WGSN: UNDERSTANDING FASHION & TREND FORECASTING

THE VISION – FUTURE FASHION TRENDS FOR SPRING SUMMER 2017

THE VISION brings together the opportunity to understand 4 key influential fashion trends derived from in-depth research and analysis. Each future trend unfolds into its related mood, color, design influences, materials, silhouettes and key fashion must have products for both men's and women's categories.

Fashion & trend forecasting is the prediction of mood, behavior and buying habits of the consumer at particular time of season. It is no longer a question of finding your markets or consumers by age, geography or income, but looking into how and what they buy, based on their culture, mood, beliefs, occasion & geographic locations, it is also dependent on fashion cycle and plays a major role in introductory phase of recurring fashion cycles. To cope with the ever-changing technologies, the markets and consumer are rapidly evolving from traditional, static, demographic-based criteria to more towards dynamic, modern, mood, lifestyle and psychographic influences.

- *International expert:* **Anupreet Bhui, Senior Editor - Street Style and Trend Specialist from Hong Kong, WGSN**

About WGSN:

WGSN is the world's leading trend authority serving fashion and the creative industries providing trend insight and inspiration to 7,000 of the world's most influential brands and retailers.

Brand Alive

16:00 - 16:07

CONFERENCE: SPECIAL PRESENTATION: CREATING YOUR BRAND STORY

Flipkart ads have introduced a new form of advertising called - Commerce Advertising. The platform delivers a holistic view about customer's journey post ad interactions and highlights effectiveness of the advertising campaigns. Flipkart being the pioneer in this form promises a universal solution to brands that is based on superior data and buying intent of 50 million+ customers.

Brand Story Ads, the native offering can help brands weave stories to communicate their offerings to the customers- in a simple and interactive story format, using content images and product guides.

The magnitude of consumer traffic and intelligent data insights on online shopping behavior gives Flipkart the edge to provide data-driven advertising- to Marketers.

- **Shubha Pai, Head Brand Solutions, Flipkart Advertising**

Intuitive Tech

16:10 - 17:10

CONFERENCE: 'BIG DATA' - DECODING THE FASHION LANDSCAPE

Slice and Dice: Making Confident Decisions Around BigData



While retailers & brands are adept at using data from POS, CRM & web analytics, the benefits of applying big data analytics to the way they do business in today's high-velocity competitive environment still eludes them. Big data has tremendous potential for improving merchandising, supply chain, e-commerce, store operations and pricing decisions. This session will give you a first-hand look at how retail analytics can be used

to not only have an edge over the competition, but also create new benchmarks for others to catch up with.

- Experience the power of real-time market intelligence
 - Upgrade your competitor benchmarking strategy through automation
 - De-jargonize optimal pricing
 - Compare catalogues across marketplaces to spot opportunities
 - Decipher competitor strategies through brand visibility, discount analysis and catalogue movements
 - Monetize real-time up-sell and cross-sell opportunities provided by your in-store shopper
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- *Lead Presentation and Moderator:* **Sanjeev Sularia, CEO and Co-founder, IntelligenceNODE**
 - **Anil Shankar, CCA & VP - Solutions & Technology, Shoppers Stop**
 - **Bhai Ajinder Singh, MD, M&B Footwear (Lee Cooper, iD, Provogue)**
 - **Hrishikesh Pore, VP - Omnichannel, Metro Shoes**
 - **Manoj Krishnan, CIO, Landmark Group**
 - **Rohiet Singh, COO Retail, Tommy Hilfiger India**
 - **Uma Talreja, Chief Digital Officer, Raymond**
 - **Vishal Kapil, Director - IT, adidas Group India**

Intuitive Tech

17:10 – 17:20

CONFERENCE: THE NEXT-GENERATION OF DESIGN AND 3-D TECHNOLOGY

3D virtual prototyping is set to revolutionize the product development process. Being the best at translating ideas into products is what makes a brand relevant to consumers and being able to do this quicker than any other company is what will shape the consumers' perception of a brand. Companies that use 3D technology not only can save their time and money, but are in the line with fashion trends. A huge advantage of 3D technologies is the possibility of collaborative work of teams that are dispersed all around the world. Users of 3D technologies are initiated to work in Cloud environment. See the best of creative technology in this 3D software tool that allows designers to be creative, iterative, realistic and precise and to see a real translation of their ideas in considerably less time.

- **Jean-Marc PEDEBOY, VP, Roman CAD, France**

Open Thought

17:20 – 18:30

CONFERENCE: FASHION AND LIFESTYLE CEOs CONCLAVE: THE BIG OPPORTUNITY IN FASHION, SHOES, ACCESSORIES, BEAUTY AND LIFESTYLE - WINSOME GLOBAL APPEAL, FAST RUNWAY AHEAD FOR THE INDIAN MARKET



The LIFESTYLE industry is undergoing profound changes which makes it a crucial time for us to get together and explore on the opportunities with the Indian consumer getting more mature and giving more and more importance to the looking good, and feeling good segment in their fashion, beauty and lifestyle collection, and for us retailers to discover opportunities and growing importance of multichannel retailing. We get together with the leading CEOs as we explore the ever-changing lifestyle retail landscape and discuss ways to successfully grow our business.

Walk away with a clearer picture and actionable strategies that will help you understand consumers in established and emerging markets on India and how to capture a bigger slice of this booming and highly profitable segment.

- Global lifestyle retail situation and **outlook** in main markets
- Focus on India's strength in manufacturing – seizing the '**Make in India**' opportunity and leveraging **Design** capabilities to counter other low-cost producing countries
- **Brand expansion** strategy – 'all under one roof'
- What's next in leveraging the Online retail channel and turning it into an experiential zone on the digital screen
- Where are we in building **Omnichannel** model for this segment
- **Trends** – how to understand Trends in apparel, accessories, shoes, beauty products. Where does the market intelligence comes from and how do we understand the consumer's mind
- **Buying Heads** of Retailers - How do they know what to buy for the current season, how do they decide on which collection to stock at their stores

- *Moderator:* **Vikas Bagga, Strategic Brand Building & Business Development Leader**
- **Adarsh Gupta, Promoter and Director, Hello 10**
- **Brajesh Rawat, Head - Category, Exclusively**
- **Dr. Sanyogita Chadha, Pearl Academy**
- **Inder Dev Singh Musafir, Director, M & B Footwear (Lee Cooper, iD, Provogue)**
- **Ishaan Sachdeva, Director, Alberto Torresi**
- **Jean-Marc PEDEBOY, VP, Roman CAD, France**

- **Mohini Binopal, Co-Founder and Head Retail, Ruosh**
- **Nissan Joseph, Managing Director, Crocs India**
- **Rafique Malik, CMD, Metro Shoes**
- **Sonita Unadkat, Founder and Managing Director, Urban Shore London**
- **Swarndeeep Singh, MD, LOGIC ERP Solutions**
- **Yashovardhan Gupta, Director, Torero Corp (Global Licensee of Cross, Police, Cosmopolitan)**

18:30 hrs onwards



India Brand Show '16 (Fashion Show)
- Brands on the Ramp

(by invitation only)

20:00 hrs onwards



India Shoes and Accessories Awards 2016

(by invitation only)

DAY 2 – March 16, 2016 (WEDNESDAY)

Alpha Brandsters

10:30 - 11:45

CONFERENCE: THE NEXT 'UNICORNS': WORKING WITH FASHION INNOVATORS AND ENTREPRENEURS AND CREATING COMPANIES OF THE FUTURE



We bring together inspiring thinkers and doers, with their promising ideas and concepts, to share insights on how they have built their success in the market on

new products, technology, digital landscape and retail formats. We discuss future trends and what kind of disruption remains for online brands, the sharing economy, wearable technology, and the online/offline retail experience. How are fashion and technology brands creating long-term value for customers and shareholders?

- *Lead Presentation and Moderator:* **Krishna Prasad, CEO and Co-founder, MobMerry**
- **Abhishek Passi, COO, Exclusively**
- **Abhishek Verma, Senior VP, Myntra Fashion Brands (Myntra Fashion Incubator)**
- **Akshay Narvekar, Founder, Bombay Shirt Company**
- **Manjula Tiwari, CEO, Future Style Lab**
- **Sachin Oswal, Omnichannel Head, Shoppers Stop**
- **Vishakha Singh, Founder, RedPolka.com**

Human Connect

10:30 - 12:00

KNOWLEDGE SERIES: STYLE-VISION: GLOBAL INTELLIGENCE, LOCAL THINKING: HOW TO TRANSLATE TRENDS INTO SUCCESSFUL PRODUCTS FOR THE INDIA MARKET

Everybody knows that creating a new product means being close and careful to consumers' expectations. We have to understand how consumers relate to social evolutions and how anticipating their reactions. In effect, influenced by social changes, consumers reveal new expectations and this in turn, creates new opportunities for business applications. But nowadays, individuals do not show the same attitudes towards the evolutions of the economy, culture, technology and society. In effect, as consumers are becoming more mature, versatile and demanding, they no longer enter into simplified categories based on age, gender, revenues and even lifestyle preferences. In this context, traditional demographic segmentation models no longer work on most markets to analyse how consumers react to changes and forecast their future expectations.

Afterwards, time is coming to translate the global latest consumers' insights into fashion and design trends to refresh Indian fashion brands DNA and re-connect with the new generation of consumers.

This is the big jump into the creative world of fashion!

- *International expert:* **Agnès Kubiak, Co-founder & Creative director, style-vision, Paris**

Intelligent Resourcing

12:00 - 13:30

CONFERENCE: BUYING AND MARKETING HEADS CONCLAVE: BUYING AND SOURCING FROM A RETAILER'S PERSPECTIVE - WHAT'S NEXT AND HOW TO MAKE IT READY FOR THE OMNICHANNEL CLIMATE AND RAPIDLY CHANGING CONSUMER TRENDS



The product range and assortment are at the heart of the ethos and success of a retail store. As retail evolves in a highly competitive Omnichannel climate with a more empowered consumer, in this new retail climate, good marketing and a strong product range are the foundation of success – it's becoming all the more important for Buying Heads to understand consumer trends, be in touch with the consumer-centric Omnichannel perspective, for the Buying and Marketing heads to collaborate together and instill the positioning in a manner which builds the appeal of a differentiated and carefully curated collection.

We bring the Buying Heads and Marketing Heads together to explore the two-way collaboration to understand how they work in tandem to create the store collection and the positioning through marketing and digital campaigns:

- Consumer Trends – how and where they get this intelligence from, what are the trend forecasting techniques and sources they rely on
- Changing Consumer Tastes in Fashion, their Expectations from the assortment they get at the store
- Buying behavior of consumers, the impact of Marketing and Digital initiatives on the consumer and how it translates into store walk-ins and purchases
- How the Marketing Head and Buying Head work in collaboration to position the store collection and design the campaign
- The philosophy at premium stores like Lifestyle, Shoppers Stop in curating the Store Collection – what gets into the store and what the Buying Head looks into while selecting the suppliers and the product assortment
- How is the approach for the brick-and-mortar store and the online retail site for selecting the collection and its positioning– do the Buying and Marketing Head follow the identical approach for store and site, or it differs for the store and for the e-retail site

- *Conclave Co-Moderator: Bhavik Jhaveri, Founder, Pretr*

- *Conclave Co-Moderator: Srinivas Rao, Vice President - Marketing, Lifestyle International*
- **Atul Bajaj, Executive Director - Product and Sourcing, Puma India**
- **Dheeraj Chawla, VP and Head – Menswear, Lifestyle International**
- **Geetika Srivastava, Chief - Lifestyle Merchandising, Aditya Birla Fashion & Retail – Pantaloons**
- **Kapil Bhatia, Fashion Business Head, askmebazaar.com**
- **Pooja Maheshwari Salwan, Category Head - Fashion Accessories, Reliance Retail**
- **Siddhant Rana, Head, Business Development & Merchandising, Exclusively**
- **Sudhir Gupta, General Manager – Buying, Merchandising and Sourcing, ITC Lifestyle Retailing Business**
- **Alexander Köth, Managing Director & Founder, Minodes GmbH (Germany)**

Open Thought

12:00 - 13:30

STORE DESIGN CONCLAVE: 'SMART STORES' FOR SMART SHOPPERS - THE STORE OF THE FUTURE THAT IS NEEDED TODAY, AND VERY MUCH POSSIBLE TO BUILD TODAY

Trends In Retail Fashion Environment – to maximize the capabilities of Digital and Omnichannel retail



Retail is changing like never before, and so are the stores. Thanks to new technologies, it is easier than ever for retailers to tailor every customers' experience. From digital hangars, lighting and mood solutions, fitting room apps; everything is possible to make the shopping experience engaging and surreal for the demanding shopper who expects nothing less than cutting-edge technology and best-in-class ambience at his service. Stores today need a repurposing, given the Omnichannel world we live in, and the online experience becoming more and more trendy for the shopper to enjoy shopping on the digital screen. Given their innately live, sensorial and experiential quality, physical stores have the potential to become powerful media points from which retailers can articulate their brand story, excite consumers about products and then funnel their purchase to any number of channels, devices and distributors. ***The physical store has the potential to be the most powerful and effective form of media available to a brand*** because it

offers an experience, which if crafted properly, cannot be replicated online. So what can you do to maximize this effect – learn more at this engaging discussion.

Moderators:

- **Huzefa Merchant, MD, INSYNC Retail**
- **Prasad Menon, Associate Partner, Better Future (India)** - Worked in retail across Europe, Brazil and India. Involved with retail brands like: Nokia Vertu, Liz Claiborne, Mexx Europe, Hamleys India, etc.

Conclave Panel:

- **Animesh Ikshit, Head - Projects & VM, Benetton**
- **Arden D'Souza, CCA & Head - Visual Merchandiser, Shoppers Stop**
- **Arvind Saraf, Director, Triveni Ethnics**
- **Ashima Vora, Head - Brand Marketing & Operations, HRX Brand by Hrithik Roshan**
- **Charneeta Kaur, Head, Customer Engagement & Brand Merchandising, Snapdeal**
- **Ekta Saran, Head - Entertainment and Leisure Store Retailing, Landmark-Trent – Westside**
- **H S Sidhu, President, Mufti**
- **Kunal Mehta, VP – Marketing, Being Human**
- **Nagendra Pratap Singh, Head - Visual Merchandising, Raymond**
- **Payal Phadnis, Head - Store Design and Development, Puma India and EEMEA Stores**
- **Samarjeet Singh, Founder & CEO, Iksula**
- **Shambhav Chauhan, Executive Director, Jade Blue**

13:30 - 14:30

Luncheon Meet

Open Thought

14:30 - 15:15

IFF EXCLUSIVE: MARQUEE INTERNATIONAL SPEAKER'S KEYNOTE: THE FUTURE OF WEARABLE TECHNOLOGY

A pioneering spirit and an icon of next-generation fashion innovation

BILLIE WHITEHOUSE

- Co-Founder of Wearable Experiments
- Innovator Designer and creator of FUNDAWEAR

ABOUT BILLIE

// Billie Whitehouse, an **innovator designer, fashion educator, stylist** and **creative director**, is the designer and creator of **FUNDAWEAR**, which was the catalyst to Billie founding the fashion tech company **We:eX** [Wearable Experiments].

// Wearable Experiments (We:eX) is a **socially driven wearable technology** company with a mission to bring together fashion and technology with a functional design aesthetic, and use creative problem solving to help consumers live well and have a better quality of life.

// As director and designer, Billie is invigorating the fashion industry and transforming it into a business focused on improving the quality of consumers' lives.

// Billie was brought up in the design industry, working from the early age of 16 at Australia's leading tertiary design school, **Whitehouse Institute of Design, Australia**.

// She is an **aesthetic specialist** with a naturally inquisitive nature towards technology and innovation. As a garment engineer, she strongly believes people should not have to look like the technology that they have grown to love and depend on.

CUTTING-EDGE INNOVATION

// Billie believes that she can give **intelligence and purpose to what humans wear**. Her designs are sharp, experimental, naturally confident and subtly feminine in appearance integrating the latest technology. Design principals of colour, line, shape, proportion, tone, silhouette and texture are being brought to the wearable technology industry by her.

// Her signature aesthetic of sharp, experimental, naturally confident and subtly feminine designs was clear from her first collection for the Pink Gala Breast Cancer Ball held at the **Sydney Opera House** in 2008. She was interviewed by **Channel 9** for the 12- piece collection, which was a collaboration with **Cerrone Jewellery** and sponsored by the **Australian Wool Innovators**.

// Her creations have included everything from **Navigate, a GPS-enabled blazer**, to **The Alert Shirt, a sports jersey** that lets fans feel sensations tied to sports games.

// In April 2014, Wearable Experiments released the **New York Navigate** before the **PSFK audience**, a **GPS jacket** that nudges the wearer to direct them left or right. This city-specific jacket gives the wearer the ability to walk around a city unimpeded by a map or app.

AWARDS & RECOGNITION

// Billie has been recognised for her work on FUNDAWEAR, with the campaign receiving a **Silver Lion at Cannes Lions International Festival of Creativity**.

// Business Insider recently named Billie as one of the **30 most important women under 30** in tech.

// In 2014, Billie won the **Best Fan Engagement Award** for the work on the Alert Shirt with **FOX SPORTS**. The 'Alert Shirt' is a fan jersey that uses wearable technology to enable fans to feel what the players feel live as it happens during the game.

// Most recently Billie has been doing design workshop and keynotes worldwide, some highlights include **The TEI Conference at Stanford University, Cannes Lions 2015, WorldWEDForum Zurich, Wired Retail UK 2015, Financial Times Event Conference New York** and **WT Conference San Francisco**..

Be inspired with Billie's eye-opening talks on tech-design convergence:

- 'Improving the quality of our lives with smart fashion'
- 'When Design and Tech Touch'
- 'Designing Fashion in a Digital Age'

Open Thought
15:15 - 16:30

CONFERENCE: FASHION – AN EXCELLENT INVESTMENT OPPORTUNITY

Fashion is the biggest sector within organized retail with over 30% share and is growing at ~ 15% CAGR. The entry of global leading retailers and introduction of fast fashion is further fueling the aspirations of consumers and adding to the growth of category.

The idea of session is to discuss and deliberate upon various investment opportunities in Indian fashion retail, in the light of investors' and investee's perspectives.

- How do investors' view this sector and how do they evaluate and select the right brands to bet upon?

- What are the key constraints / challenges that come their way while investing in the sector?
- What is the inclination of Indian fashion brands (investee companies) towards PE funding?
- How do they manage investors' expectations and their involvement/interference in their decision making?

The session thus seeks to focus on how investor and investee can build upon a "healthy partnership" which goes beyond a financial deal and stay together for potential long term returns in a market which is doubling every 5 years.

- *Moderator:* **Harminder Sahni, Founder and MD, Wazir Advisors**
- **Deep Mishra, Managing Director, Everstone Capital Advisors**
- **Pradeep Hirani, Chairman and Founder, Kimaya Luxury**
- **Shailesh Chaturvedi, CEO, Tommy Hilfiger India**
- **Sanjeev Sularia, CEO and Co-founder, IntelligenceNODE**
- **VT Bharadwaj, Managing Director and Partner, Sequoia Capital**

Seamless Experience

15:15 - 16:15

OMNICHANNEL CONCLAVE: THE FUTURE IS OMNICHANNEL: REVOLUTIONISING THE RETAIL EXPERIENCE THROUGH SMART PAYMENT SYSTEM



- What is important for retailers and Fashion Brands in 2016?
 - Challenges and opportunities for Retailers & Brands in the Omni-channel environment
 - The importance of incorporating payments and security into Omni-channel Strategy
 - Compliance and fraud mitigation across multiple payment channel
 - Investing in a modern payments environment that supports innovation at the same time as offering high security and reliability
- *Lead Presentation and Moderator:* **Dewang Neralla, Director, atom Technologies**
 - **Arvind Saraf, Director, Triveni Ethnics / triveniethnics.com**
 - **Abhishek Ranjan, India Head, Torrero**
 - **Huzefa Merchant, MD, INSYNC Retail**
 - **Furquan Ali, Director, Schuh Lifestyle**

- Ojas Nishar, Director, Vitamins
- Pooran Jaiswal, CTO, Globus Stores
- Rameswar Misra, Head - Marketplace, Voonik.com
- Sandeep Mistry, IT Head, Aditya Birla Fashion & Retail (Pantaloons)
- Sandeep Mukim, CEO, Proline
- Sanjay Roy, Executive Director, Puma India

Open Thought

16:30 - 17:15

PREMIUM LOUNGE CONCLAVE: GROWING THE ESSENCE OF PRIVILEGE AND CASUAL LUXURY - CURATING LIFESTYLES OF THE AFFLUENT CONSUMER

The Blue Ribbon – Taking Luxury to India's Next Pie of Affluent Consumers

Among bloggers, online magazines, and those-in-the-know, the real trendsetting news is that it's no longer about just the clothing and accessories —*it's about a lifestyle*. Fashion goes beyond simple clothing to express identity, create wellbeing, embrace creativity and connect global communities. The focus is squarely on finding your own style, and expressing it through every facet of your life, including home, clothing, food, travel, and design. In fact, there is a stronger appreciation for design as a whole, and for custom looks. Whether it's the specialty shops, brick-and-mortar stores, or online lifestyle retailers, affluence is moulding the customer discovery and retailing is reinventing itself to fit today's consumer aspirations more than the needs. It's curated and it's personal, offering the idea of discovery, of something new, and with a strong focus on fashion. How do the premium and luxury brands, retailers and designers see the focus on growing this segment, and how are they wooing the Indian consumer to upgrade to a premium lifestyle.

- **Moderator: Siddhant Rana, Head of Fashion, Exclusively**
- **Anchor: Mitali Mukherjee, Formerly Markets Editor and Senior Anchor, CNBC**
- **Ami Patel, Fashion Stylist**
- **Deep Lalvani, Promoter & Director, Ador Group & Co-founder, 1908 eventures**
- **Falguni & Shane Peacock, Chief Designers**
- **Jaideep Khurana, CEO, Trumount Cosmoceuticals**
- **Neeta Lulla, Chief Designer**
- **Nikhil Thampi, Chief Designer**
- **Payal Singhal, Chief Designer**
- **Piyush Bhatnagar, Marketing Head, Forest Essentials**
- **Priyanka Modi, Owner & Lead Designer, AM:PM**
- **Rishi, CEO, Myenvybox**

- Rocky S, Chief Designer
- Saudamini Mattu, CEO, Abu Jani and Sandeep Khosla
- Saugato Banerjee, Vice President - Brand Alliance, Victorinox
- Sunjay Guleria, Director - Global Business Development, Exclusively

Intelligent Resourcing

16:15 - 17:30

SOURCING AND DESIGN CONCLAVE: CREATING THE SOUL OF FASHION

Fashion in a New Millennium

In today's world of fashion, it has become essential for fashion and lifestyle companies to introduce new products every couple of weeks, and brands that can introduce new styles faster and retailers who can get them out first in the market will have an edge. What's the go-to strategy to bring fashion into the market. While each manufacturer and fashion creator wants to build their own niche and differentiated product and designs, how can we as an industry come together to build **collective intelligence** and **design sensibilities** which make Indian products **world-class in quality, collection** and **cost-effective in sourcing** ingredients from the different supply chains and global vendors.

Here is the chance for everybody connected with the world of fashion to get a nuts-and-bolts view from designers, heads of leading apparel manufacturers, creative heads and sourcing experts who gauge the **fashion intelligence** and trends in the market, build the **sourcing parameters**, create the **supply chains**, and get into the process of **creating** fashion products.

- *Conclave Moderator:* **Prem Sadhwani, Group Head - Product Development, Madura Fashion & Lifestyle**
- **Agnès Kubiak, Co-founder & Creative Director, style-vision, Paris**
- **Anupreet Bhui, Senior Editor - Street Style & Trend Specialist from Hong Kong, WGSN**
- **Jennifer Kapasi, Head of Operations, Triumph International**
- **Kishor Bhatia, Director - Product, Raymond**
- **Nihal Rajan, VP & Head of Design – MFB, Myntra Designs**
- **Sudhir Gupta, General Manager – Buying, Merchandising and Sourcing, ITC Lifestyle Retailing Business**
- **Vinesh Singh, Head - Product, Finance & SCM, Ruosh**
- **Varun Sharma, GM Torrero**

17:30 - 19:00



NIFT ALUMNI MEET

(by invitation only)

Open Thought

17:30 - 19:00

CONFERENCE: E-MALL TO OMNI-CHANNEL: SETTING THE STAGE FOR COLLABORATION SUCCESS

Online majors invested hugely in technology, logistics and promotions in building e-retail platforms and e-malls. While partnership with retailers and distributors helped expanding the brands and products offering, there have been challenges in experimenting different alliance models. This conclave will discuss successes so far and strategies for future win-win models. How independent multi brand/ speciality retailers, regional chains, distributors & franchisees can collaborate with online majors to move in to the omni-channel era? What new alliance models can evolve in the new ecosystem for collaborative networks of retailers and distributors of different regions to come on mega digital platform/s? How joint growth and market expansion strategies bring clarity on discounted and full price sales and create differentiated models for different segments of markets and customers?

Co-anchors:

- **Harinder Sahni, Founder & MD, Wazir Advisors**
- **Berry Singh, CEO, Ace Turtle**

On- Stage Panel:

- **Kapil Bhatia, Fashion Business Head, askmebazaar**

- Kinshu Sinha, Director, Flipkart
- Rameswar Misra, Head of Marketplace, Voonik
- Ranjan Kant, Chief Marketplace Officer, Jabong
- Sarvesh Dwivedi, Head – Lifestyle, Tata Unistore
- Gurpreet Singh Boparai, MD, No Exit Clothing
- Kunal Mehta, VP – Marketing, Being Human
- Niranjana Viswanathan, Director, RMKV
- Praduman Raina, VP- Sales & Business Development, SSIPL Retail
- Rohit Khetan, VP, Marketing and Strategy, Ginesys
- Sandeep Jalan, CEO, Sohum Shoppe
- Sanjay Sahni, MD, JDs Apparels (Ritu Wears Biglife)
- Sumeet Ahuja, CEO, Saffron Lifestyle
- Shambhav Chauhan, ED, Jade Blue
- Vivek Gaur, CEO & Co – Founder, Yepme

Off- Stage Panel :

- Aman Mittal, COO, Savemax Wholesale Club
- Ayush Mehra, Director, Study By Janak
- Dharmesh Patel, Director, Options The Fashion Mall
- Ishwar Seth, Co Founder & Business Head, Setu Etail
- Jagdish Purohit, CEO, Akbarallys
- Rajesh Ghanshani, MD, Blue Tonic
- Sunny Bharani, Proprietor, Blue Club Collection

20:00 ONWARDS



IMAGES FASHION AWARDS

(by invitation only)