




AGENDA

17th DECEMBER, TUESDAY - DAY 1

20th India Fashion Forum (IFF), Hotel Conrad, Bengaluru

Please [click here](#) to view Speakers

09.00 am onwards		REGISTRATION & BREAKFAST MEET
09.30 am – 11.30 am		IFF PRELUDE & FASHION TECHWAY MASTERCLASS – BALL ROOM 1 & 2 Combined
PARALLEL SESSIONS		IFF – BALL ROOM 1 & 2 – CEOs Conclave
09.30 am – 09.50 am	IFF PRELUDE Indian Fashion Market By Saloni Nangia, President, Technopak <i># Size, Key categories and their market share # Emerging categories # Scope and Challenges</i> <i># Intelligence on key segments and retail formats # Consumer Shifts & evolving buying behavior # Fashion Categories – New entrants & key players # Private label opportunities</i>	MEET IFF RESEARCH & INSIGHTS EXPERTS PANEL ON FASHION ECONOMICS & RETAIL TRENDS Anurag Mathur, Partner & Leader, Consumer & Retail, Strategy& (part of PwC network) C S Suryanarayanan, Director and Senior Partner, V-Nova Business Growth (Vertebrand) Devangshu Dutta, Founder, Third Eyesight Kunal Gupta, Director and E-Commerce Vertical Lead, Nielsen India Nandini Kelkar, Director, Customer Research, MEASA, Frost & Sullivan Rajat Wahi, Partner & Head – Consumer & Retail Sectors, Deloitte IndiaSamar Singh Sheikhwat, Business consulting Saloni Nangia, President, Technopak Siddharth Jain, Partner, A.T. Kearney Sreedhar Prasad, Investor and Advisor - Fashion Retail Sreyoshi Maitra, ED, Shopper Insights & Retail Head-India IPSOS Sumit Chopra, Director Research Analysis, Globaldata Sushmita Balasubramaniam, EVP, Commerce, Kantar Insights, South Asia Viren Razdan, MD, Brand-nomics
09.50 am – 10.00 am	GLOBAL INSIGHTS : ATHLEISURE TRENDS By Sumit Chopra, Director Research Analysis, Globaldata <i>How Athleisure segment is growing?</i> <i>How its penetration changing within in overall clothing and footwear segment?</i> <i>How leading fashion brands are responding to this trend?</i> <i>In this session GlobalData will cover trends and analysis covering the Global Clothing & Footwear – Athleisure Market also covering key industry and consumer trends influencing the Global markets.</i>	
10.00 am - 11.00 am	 Session Partner:	SUSTAINABILITY THROUGH INNOVATION & TRACEABILITY Lead: Gautam Vazirani, Creative Strategist - Sustainable Fashion, IMG Reliance <i>Brands & retailers across the world are realizing the growing importance and the need for sustainability in the business of fashion. Innovations in the entire value chain and distribution channel are beginning to focus more and more on transparency to drive sustainability and be responsible not only to the end consumer but also to the environment. This session with some of the industry captains will discuss the opportunity & challenges for India to take a lead in this area and build a sustainable fashion future for India and the world.</i>
		Panel: Avinash Mane, Commercial Head, South Asia – Lenzing Dilip Gianchandani, Country Manager, The Woolmark Company Harmeet Bajaj, Program Director, Fashion Education, Anant National University Praveen Premkumar, Director, Crea Worldwide Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi Strauss & Co. Siddharth Lulla, Corporate Strategy & Partnerships Lead - Circular Apparel Innovation Factory (CAIF)

11.00 am – 01.00 pm IFF & FASHION TECHWAY INAUGURAL – BALL ROOM 1 & 2 Combined

11.00 am - 11:20 pm

3 FASHION INNOVATIONS TRANSFORMING RETAIL WORLDWIDE

By Praveen Mellacheruvu, Business Group Lead, Business Apps, Microsoft

11.20 am - 11:50 am

IFF INTRO BY MC Anish Trivedi, President & CEO, Alenka Media

OPENING ADDRESS By Suresh J, MD & CEO, Arvind Brands & Retail – IFF Outgoing Chairman

WELCOME ADDRESS By 20th IFF Chairman

Akhilesh Prasad, President & CEO, Fashion & Lifestyle Business, Reliance Retail

11.50 am - 12:00 nn

FASHION FORECASTING : THE DEVIANT ALGORITHM

by Shivjeet Kullar, Founder, NFX Digital

How do you get into the minds of people who are considered abnormal today but in fact are setting the trends of tomorrow?

How do you analyse their behaviour and join the dots to know the future of fashion, design and behavior?

Shivjeet Kullar, a noted Ad legend and now Internet Founder explains how the seeds of tomorrow lie in the glimpses of today. He tells us how to connect the dots by looking carefully at behavioural patterns of deviants. And creatively calculate what's to come next. Shivjeet has worked with some of the best global and Indian consumer brands. He has won over a hundred national and international awards for creative excellence. His talk will be of interest to all those in the world of fashion, design and any other form of creativity, which deals with human choices and human behaviour.

12.00 nn - 01:00 pm

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 is already a **\$3 trillion economy** and the key goal of the present government is to transform India to a \$5 trillion economy by 2025. Also the size of the Indian consumer market is forecast to increase from \$1.9 trillion in 2019 to \$3.6 trillion by 2025. 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 1.34 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 teLevi Strauss & Co.ion, 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.

Inaugural Panel:

Akhilesh Prasad, President & CEO, Fashion & Lifestyle Business, Reliance Retail

Arun Sirdeshmukh, Head, Amazon Fashion

Ashish Dikshit, MD, Aditya Birla Fashion and Retail

C K Venkataraman, MD, Titan Co.

Mukul Bafana, CEO, Arvind Internet

Suresh J, MD & CEO, Arvind Brands & Retail

Moderator: Bijou Kurien, Strategy Board Member, L Catterton Asia Holdings

IFF – BALL ROOM 1 – CEOs Conclave

HOW GOOD A BUY HAS BEEN ‘FASHION’ FOR INDIAN CONSUMERS THIS YEAR?

This session with the fashion leaders will discuss the challenges in hand and decide on collective steps that can change the mood of consumers and catalyze fashion consumption.

Has there been a slow down in fashion buying?

If yes, which were the categories most hit?

Has there been an impact on buying of basic necessity items as well?

Has the buying trend been same with off line and online; urban and rural?

How far the festival season could lift the consumer sentiments?

How did industry leaders reacted to the challenges faced in 2019?

What are the Successes and Failures of 2019?

What are the learnings of 2019?

What will be role of Innovation and technology in catalyzing the growth of fashion consumption?

Panel:

Mayank Shivam, Director- Strategic Initiatives – Amazon Fashion

Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi Strauss & Co.

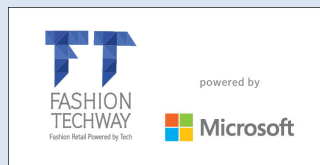
Shital Mehta, CEO & Executive Director, Max Fashions

Vipin Tyagi, COO, Reliance Retail (Trends)

Moderator:

Vishak Kumar, CEO, Madura Fashion & Lifestyle

FASHION TECHWAY – BALL ROOM 2 – CTOs Conclave



**FASHION TECHWAY OPENING
ACCELERATING THE FUTURE OF FASHION**

Lead: Pravin Srinivasan – Enterprise Sales Leader, Retail and Growth, Microsoft

The fashion sector is one of the largest industries in the global economy and today, tech is transforming fashion at a faster pace than ever. From robots that sew and cut fabric, to AI algorithms that predict style trends, and speeding up every aspect of fashion. Also the way we work is changing - company cultures and leadership teams are evolving to meet the needs of their digital native employees. From the frontend to the backend, whether you are a brick-and-mortar retailer, a designer label or an e-commerce platform, you have to have tech to enable yourself.

THE FASHION TECHWAY opening session for C level leaders is designed as a compass and shortcut to all the relevant fashion-tech developments out there, presented by industry experts.

Panel:

Baskaramoorthy D, Vice President, Posiflex Technology

Deepak Kishanchand, IT Head, Levi's

Kumar Sambhav, Head Omni-channel Asia & Head Digital SEA & APAC, Bata

Rohit Khetan, VP-Marketing and Strategy, Ginesys

Divesh Dutta, Director - Global Sales HotWax Commerce

Moderator:

Naveen Gupta – Enterprise Solution Leader, Business Applications, Microsoft


IFF SUCCESS STORIES – IFA JURY ROOM


SINGLE BRAND RETAIL CHAINS – FASHION & LIFESTYLE RETAILERS WITH NATIONAL / REGIONAL PRESENCE

Men's Westernwear
Women's Westernwear



PRESENTATIONS OF IFA FINALISTS

PARALLEL SESSIONS - 02.50 pm - 03:40 pm


IFF – BALL ROOM 1 – CEOs Conclave	FASHION TECHWAY – BALL ROOM 2 – CTOs Conclave	IFF SUCCESS STORIES – IFA JURY ROOM
<p>LEADERSHIP SESSION INNOVATE TO ELEVATE : EMBRACING INNOVATION IN YOUR BUSINESS</p> <p><i>Retail has evolved and so have the consumers. To thrive and survive in today's retail world, one has to constantly evolve and innovate.</i></p> <p><i>How retailers re-invent themselves?</i></p> <p><i>How retailers think about innovation and driving change for customers?</i></p> <p><i>Learn from the leaders the various processes that they have embraced to bring newness in their way of running and doing business.</i></p> <p>Panel: Amisha Jain, CEO, Zivame Ananthanarayanan Hariharan, SVP & Business Head, Ajiro Business, Reliance Retail Ayush Mehra, Director, Study By Janak Fashions Ayushi Gudwani, CEO & Founder, FableStreet Lavanya, Nalli, President, Nalli Parag Dani, CEO - Premium to Bridge to Luxury business, Arvind Fashions</p> <p>Moderator: Vineet Gautam, CEO, Bestseller India</p>	<p>DISRUPTING RETAIL FOR A BILLION CONSUMERS THROUGH TECHNOLOGY 7 Minutes Insights by Sanjeeb Padhee, Head of Sales, Unicommerce</p>  <p>Session Partner</p> <p>Followed by panel discussion 2020 IS ROUND THE CORNER, WHERE ARE WE ? HOW THE RETAIL INDUSTRY IS GEARING UP TO SERVE THE FUTURE CONSUMER?</p> <p><i>Divergence in convergence, everyone agrees that technology is changing the way we do business, consumers perceive a brand and decide their shopping preferences. Everyone is doing something different and yet they are doing something different and yet they are trying to reach the same goal. Technology providers are stretching imagination on what their solutions can do which early adopters are using to differentiate until the competition catches up. The debate is all about:</i></p> <ol style="list-style-type: none"> 1. What is the future of retail enabled by technology? 2. What are the technology trends that are influencing the retail industry? 3. What do retailers want and expect from technology providers? 4. What are global trends that have yet to catch on in India? 5. What does consumer want? Is omnichannel the future of consumer interactions? 5. Omnichannel retail ROI? Does it exist? 6. Key challenges in adopting omnichannel and how brands are overcoming them? 7. What will a winner look like in 2020? <p>Panel: Arun Naikar, Head E-Commerce, Fabindia Bharati Balakrishnan, Sr. VP & Head Digital Commerce, Future Group Faiz Ahmed, MD, Esomoiere/Inmark Retail, Voi Jeans Gुरुkeerthi Gुरुnathan, Co-founder, Caratlane Sanjiv Shah, VP, Business Transformation, Baggit Somick Goswami Partner, PwC - Tech Consulting Sneha, CIO, Soch</p> <p>Moderator: Sanjeeb Padhee, Head of Sales, Unicommerce</p>	<p>SINGLE BRAND RETAIL CHAINS – FASHION & LIFESTYLE RETAILERS WITH NATIONAL / REGIONAL PRESENCE</p> <p><i>Jeans & Casualwear Lingerie</i></p> <p>PRESENTATIONS OF IFA FINALISTS</p>

IFF – BALL ROOM 1 – CEOs Conclave	FASHION TECHWAY – BALL ROOM 2	IFF SUCCESS STORIES – IFA JURY ROOM
<p>CEOs EXCHANGE: REIMAGINING PHYSICAL RETAIL</p> <p><i>With the advent of online & e-commerce, Retail has undergone drastic change and transformations and has evolved a lot. One can purchase everything with a click of a button, choices are immense, discount at peak and convenience at utmost. In such a scenario, how does a Retailer / Brand motivate today's consumers to visit physical retail spaces?</i></p> <p><i>What unique experience and the success strategies are they offering to force the customers to visit their stores.</i></p> <p><i>CEO's will share their insights into how they are reimagining physical retail, and how other businesses can succeed in the new age of retail.</i></p> <p>Panel: Anand Aiyer, SVP & Business Head – Easybuy Jacqueline Kapur, CEO, Ayesha Rajesh Jain, Managing Director & CEO, Lacoste India Ramneek Khurana, Co-founder, Lenskart Sandeep Mukim, MD, Proline Vineeth Nair, SVP & Business Head - AJIO.com, Reliance Retail Vishak Kumar, CEO, Madura Fashion & Lifestyle</p> <p>Moderator: Abhishek Ganguly, MD, Puma India</p>	<p>DECODING A 360 DEGREE PERSPECTIVE OF THE CUSTOMER JOURNEY</p> <p><i>Understanding what drives, changes and excels the customer relationship with the brand. Connecting with the Customer: Exploring the changing dynamics of the new digital customer ecosystem Leveraging data to create a single customer view: - What drives the customer experience? - What impacts the customer experience? - What are the customer expectations from the brand? Evaluating what drives a consumer to transition in their journey from a consumer mentality to a shopper mentality. Exploring what activates brand awareness and emotional engagement with a brand to determine strategies for driving sales.</i></p> <p>Panel: Bhavin Kothari, VP-IT, Lifestyle Int. (Landmark Group) Jackson Fernandez, Head Of Ecommerce, PUMA India Radhakrishnan Gopalakrishnan, CTO, Litmus7 Robinjith Kalpaka - India Head, Retail Singularity Siddharth Lulla, Corporate Strategy & Partnerships Lead - Circular Apparel Innovation Factory (CAIF) Suparna Mitra, CS&MO, Watches & Accessories, Titan Co. Vinay Chatlani, CEO, Soch</p> <p>Moderator: Suresh Madur, Executive Director, Retail & Consumer, Technology Consulting Lead, PwC</p> <div data-bbox="1459 532 1661 699" style="text-align: center;">  </div>	<p>SINGLE BRAND RETAIL CHAINS – FASHION & LIFESTYLE RETAILERS WITH NATIONAL / REGIONAL PRESENCE</p> <p><i>Indianwear Mens & Women Kidswears</i></p> <p>PRESENTATIONS OF IFA FINALISTS</p>

PARALLEL SESSIONS - 04.30 pm - 05:30 pm

IFF – BALL ROOM 1 – CEOs Conclave	FASHION TECHWAY – BALL ROOM 2	IFF SUCCESS STORIES – IFA JURY ROOM
<p>PROFITABILITY IN FASHION - WHAT MAKES FASHION RETAIL THE MOST EXCITING AND PROFITABLE BUSINESS TO BE IN</p> <p><i>Where are the profits in Fashion? Understand the secret of successful brands 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.</i></p> <p>Panel:</p> <p>Ajoy Chawla, CEO, Tanishq Phaneendra Burli, CFO - Fashion & Lifestyle Business, Reliance Retail Darpan Kapoor, Vice Chairman, Kapsons Group Manohar Chatlani, MD & CEO, Soch Kumar Saurabh, Chief Business Officer, Vedant Fashions (Manyavar) Shailesh Chaturvedi, MD & CEO, Tommy Hilfiger, Arrow & CK India</p> <p>Moderator: Sandeep Kataria, CEO, Bata India</p>	<p>FASHION TECHWAY ROUNDTABLE</p> <p>DO YOU HAVE A UNIFIED RETAIL OPERATING SYSTEM TO OWN YOUR CUSTOMERS?</p> <p><i>Digitization has rocked the foundation of retail, it is rewriting the rules of engagement, removing barriers to entry, widening competition, and overturning business models. In this omnichannel age, do you have a “Unified Retail Operating System” to own your customers? This session dives deeper into various approaches for successful retail transformation.</i></p> <p>Lead: Mukul Bafana, CEO, Arvind Internet</p> <p>Panel: Arun Naikar, Head E-Commerce, Fabindia Ayush Mehra, Director, Study By Janak Fashions Ayushi Gudwani, CEO & Founder, FableStreet Faiz Ahmed, MD, Esomoir/Inmark Retail, Voi Jeans Lavanya, Nalli, President, Nalli Praveen Shrikhande, CDO, ABFRL Rajesh Jain, Managing Director & CEO, Lacoste India Rajesh Kadam, COO, Inc. 5 Shoes Ranganathan Aravamudhan, Fashion-Licensee and Omnichannel Expert, Brandzstorm Sanjiv Shah, VP, Business Transformation, Baggit Vivek Mehta, CEO, Mass Brands (Amante)</p>  <p>— Powered by —</p>  <p>Roundtable Partner</p>	<p>SINGLE BRAND RETAIL CHAINS – FASHION & LIFESTYLE RETAILERS WITH NATIONAL / REGIONAL PRESENCE</p> <p>Footwear Fashion Accessories</p> <p>Affordable Fashion Retailer</p> <p><u>PRESENTATIONS OF IFA FINALISTS</u></p>

PARALLEL SESSIONS - 05.30 pm - 06:30 pm

IFF – BALL ROOM 1 – CEOs Conclave	FASHION TECHWAY – BALL ROOM 2 –	IFF SUCCESS STORIES – IFA JURY ROOM
<p>CEO THINKPAD: THE DYNAMICS OF EVER-CHANGING FASHION BUSINESS AND HOW CEOs ARE COPING TO GET READY FOR THE NEXT DECADE</p>  <p><i>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.</i></p> <p><i>To succeed amid the shifting tides, fashion leaders need to build up competence in many new areas like:</i></p> <ul style="list-style-type: none"> • 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 <p><i>Hear from the Retail 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.</i></p> <p>Panel: Gunjan Sharma, CMO, Reliance Polyester Mridumesh Kumar Rai, Group President, Sara Futura Group Sooraj Bhatt, CEO- Fast Fashion Business, Aditya Birla Fashion & Retail Sanjeev Agrawal, CEO, Rangriti, BIBA Apparels Vineet Gautam, CEO, Bestseller India</p> <p>Moderator: Himanshu Chakrawarti, CEO - Unlimited, Arvind Lifestyle</p>	<p>FROM ONLINE TO OFFLINE AND BACK - <i>Phygital is the new wave.</i></p> <p>Lead Presentation:</p> <p>Vikas Shah, Industry Head- Ecommerce, Google</p> <p><i>Why would a digitally born brand foray into bricks and mortar? And, what do they know that we don't? Exploring the reasons behind a reverse entry onto the high street, and the role that data plays in decision-making.</i></p> <p>Panel:</p> <p>Gurukeerthi Gurunathan, Co-founder, Caratlane Bharati Balakrishnan, Sr. VP & Head Digital Commerce, Future Group Ramneek Khurana, Co-founder, Lenskart Rajesh Narkar, Brand Director and VP, Myntra Sanjay Roy, Executive Director- Sales & Ops, Puma</p> <p>Moderator: Arun Gupta, Consulting CTO, Praxis Home Retail</p>	<p>EXCELLENCE/ CATEGORIES FOR SPECIAL JURY AWARDS</p> <p><i>Department Store/ Sportswear, Mens Innerwear, Jewellery, Eyewear, Home & Interiors, Regional Retailer, Fashion Company & Nominations in categories that have less than 3 nominations will be considered for Excellence/ Special Jury Awards.</i></p> <p>PRESENTATIONS OF IFA FINALISTS</p>

AGENDA

18th DECEMBER, WEDNESDAY - DAY 2

20th India Fashion Forum (IFF), Hotel Conrad, Bengaluru

Please [click here](#) to view Speakers

09.00 am - 09.30 am		BREAKFAST MEETS	
09.30 am - 11:00 am IFF – BALL ROOM 1			
<p>Participants: <i>Innovative new products that have the potential to create new consumption categories. Buying/ Sourcing/ Merchandising/ Category heads of hypermarkets, department stores and progressive fashion retailers/ distributors and franchisees.</i></p>		<p>Category Dynamics <i>Understanding the complexity of different categories in fashion and lifestyle retailing is vital for taking the right steps forward to ensure sustainable growth. The morning sessions of India Fashion Forum will see category heads & innovative product suppliers to share insights from their experience in developing new categories, from brand/product line extension to adjacent category acquisitions.</i></p> <p>Discussion on each of the Key Categories: # Mens, Womens & Kidswear # Sportswear # Shoes & Accessories # Jewelry & Watches # Home Fashion</p>	
<p>09.30 – 09.45 = TRENDS & INSIGHTS: by Kunal Gupta, Director – Lead, Digital Retail (E-Commerce), Nielsen India</p> <p><i>Retail trends/ priorities and key drivers that are set to impact retail strategies combined with Retailing in an age of Artificial Intelligence.</i></p>		<p>09.45 – 10.00 = WINNING WITH FASHION INNOVATION by Rajat Wahi, Partner & Head – Consumer & Retail Sectors, Deloitte India</p> <p><i>This INSIGHTFUL RESEARCH PRESENTATION on Consumer perspective on Innovation and evolving shopper behavior will be extremely relevant for Fashion & Lifestyle brands & retailers, category mangers, merchandisers and marketing professionals.</i></p>	
<p>10.00 – 10.15 = DRIVING RETAIL SHELVES TO HIGHER PROFITABILITY by Devangshu Dutta, Founder, Third Eyesight</p>		<p><i>Unlike e-commerce platforms, department stores or hypermarkets have limited shelf space. Devangshu Dutta shares his insights for retailers to not only drive more efficiency, but to get more new/innovative products on store shelves, to wow the consumers, and deliver higher profits for themselves and for the brands.</i></p>	
<p>10.15 – 11.00 = CREATING THE SOUL OF FASHION - Fashion in a New Millennium</p> <p><i>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.</i></p> <p><i>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.</i></p> <p><i>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.</i></p>		<p>Moderator: Anurag Mathur, Partner & Leader, Consumer & Retail, Strategy & (part of PwC network)</p> <p>Panel: Akash Sehgal, SVP & Business head for Footwear, accessories and beauty business - Lifestyle Gaurav Raheja Chief Product Officer, True Blue – Arvind Manish Bhatia, Buying & Merchandising head, Easybuy Nageshwar C, VP & Head-Design, Reliance Trends Nihal Rajan, VP & Head of Design-MFB @ Myntra Designs Saikat Mitra Creative Director, Van Heusen - VP Design, ABFRL</p>	

IFF – BALL ROOM 1	FASHION TECHWAY – BALL ROOM 2	IFF SUCCESS STORIES IFA JURY ROOM
<p>WHAT CONSUMERS WANT?</p> <hr/> <p>Analysis of in-depth details of evolving shopper behaviour of 20 million+ customers covering 23000 pin codes across the country will help Fashion industry captains gauge what people are really looking for.</p> <hr/> <p>Amar Nagaram, Head, Myntra Jabong is set to delve into consumer insights in fashion Ecommerce, including what new-age Indians expect from online platforms that is set to change business and consumer dynamics for ever.</p> <p>We all know, 'online' will prevail, but how well?; where are the next set of online shoppers located?; what are their clear expectations?; and what enables Ecommerce platforms to connect and engage with them to usher in the next phase of revolution in fashion Ecommerce?</p> <p>Lead: Amar Nagaram, Head, Myntra and Jabong</p> <p>Moderator: Harminder Sahni, MD, MD, Wazir Advisors</p> <p>Panel: Bhupinder Singh, Chief Product Officer, Wildcraft India Kuntal Malia, Co-founder, StyleNook Pravin Srinivasan – Enterprise Sales Leader, Retail and Growth, Microsoft Sathish Kumar, Head Strategy, Brand Studio Lifestyle Srinivas Rao SVP Marketing – Lifestyle Anil Patel, Founder and CEO, HotWax Commerce</p>	<p>YOUR CUSTOMER'S JOURNEY STARTS AT FIRST SEARCH – 7 Minutes insights by Dibish Divakaran, Sr. Director - Business Development, Synup</p> <p><i>Consumer buying behavior has changed. People have more choices on more channels with more control than ever before. They want instant, easy access to business content and information that's relevant to their needs at the moment. And their journey to find it starts with what and how they search.</i></p> <p>Followed by Panel Discussion</p> <p>UI/UX – THE ULTIMATE CONQUEST <i>Everyone has a website, many have mobile apps; how do these compete with each other and with other channels to provide the customer an ubiquitous and seamless experience ? Do they generate revenue or drive customers to stores ? What works and how to get there. User Experience matters especially to retain customers with intuitive designs that reduce friction towards purchase.</i></p> <p>Panel: Arun Naikar, Head E-Commerce, Fabindia Bhavin Kothari, VP-IT, Lifestyle Int. (Landmark Group) Deepak Kishanchand, IT Head, Levi's Harcharan Singh, IT Head, Blackberrys Jackson Fernandez, Head of Ecommerce, PUMA India Sanjiv Shah, VP, Business Transformation, Baggit</p> <p>Praveen Mellacheruvu, Business Group Leader, Business Apps, Microsoft</p> <p>Moderator: Dr Nataraj Narayan, Global Retail Tech Veteran</p>	<p>DESIGN CONCEPT WITH AN EFFECTIVE COMMUNICATION AND RETAIL STRATEGY</p> <p>Collections Store Design VM</p> <p>PRESENTATIONS BY IFA FINALISTS</p> <p>followed by Q&A</p>

PARALLEL SESSIONS - 12.00 nn - 01:00 pm

IFF – BALL ROOM 1

NON-APPAREL FASHION CONCLAVE

THE BIG OPPORTUNITY IN FASHION ACCESSORIES, FOOTWEAR AND LIFESTYLE - WINSOME GLOBAL APPEAL, FAST RUNWAY AHEAD FOR THE INDIAN MARKET



Session Partner

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 multi category retailing.

We get together with the leading CEOs and buying heads 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.

- o Global lifestyle retail situation and **outlook** in main markets
- o Focus on India's strength in manufacturing – seizing the '**Make in India**' opportunity and leveraging **Design** capabilities to counter other low-cost producing countries
- o **Brand expansion** strategy – 'all under one roof'
- o **Trends** – how to understand Trends in Shoes & Accessories and lifestyle products. Where does the market intelligence comes from and how do we understand the consumer's mind
- o **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
- o What's next in leveraging the Online retail channel and turning it into an experiential zone on the digital screen
- o Where are we in building **Omnichannel** model for this segment

Panel:

Anurag Pandey, Head Footwear & Accessories, Arvind Fashion
 Dilip Kapur, President and Founder, Hidesign
 Kumar Nitesh, SVP & Business Head, Trends Footwear, Reliance Retail
 Rajesh Kadam, COO, Inc. 5 Shoes
 Vivek Bali, CEO, Sephora India
 Anurag Pandey, Head, Footwear & Accessories, Arvind Fashion

Moderator: Akash Sehgal, SVP & Business Head - Footwear, Accessories & Beauty, Lifestyle

FASHION TECHWAY – BALL ROOM 2

MASTERING MARKETING: WAYS TO ATTRACT THE NEXT WAVE OF CONSUMERS

Your Recipe for a Sizzling Social Media Strategy:

By latest technology, leveraging social media, developing dynamic, shopable content, email personalization, powerful blogs to drive loyalty and sales, Voice enabled content, updating fans through Instagram stories and finally demonstrating your brand. Social media represents a huge opportunity to drive traffic, grow your subscriber lists, build your brand and get more sales.

Lead: Debosmita Majumder, Head-Marketing, Puma

Roundtable Panel:

Abhishek Shetty, Head Marketing, PR & Loyalty, Celio
 Amit Sawant, Head Marketing, Central Jiten Mahendra, SVP, Marketing, Max Fashions
 Mohit Doda, Head- Social Media Marketing, Reliance Trends
 Narendra Motwani, Head – Ecommerce & Digital Marketing, Malabar Gold & Diamonds
 Pawandip Singh, CMO, Wildcraft
 Priyaranjan Manay, Head Marketing Pepe Jeans London
 Rajesh Sethuraman, Head Marketing, Easybuy
 Ritu Sahu, VP, Marketing, Soch Apparels
 Saisangeeta Israni, GM-Marketing, Spykar lifestyles
 Smita Murarka, Head – Marketing & Ecommerce, Amante (MAS Holdings)

IFF SUCCESS STORIES IFA JURY ROOM

STORE LAUNCHES

New Brand Stores, Concept Stores, Flagship Stores

PRESENTATIONS BY IFA FINALISTS

followed by Q&A

PARALLEL SESSIONS - 02.00 pm - 03:00 pm

IFF – BALL ROOM 1 - MERCHANDISERS AND MARKETEERS MEGA ROUNDTABLE:	FASHION TECHWAY – BALL ROOM 2	IFA JURY ROOM
<p>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</p> <p><i>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/ Merchandising and Marketing heads to collaborate together and instill the positioning in a manner which builds the appeal of a differentiated and carefully curated collection.</i></p> <p><i>We bring the Buying/ Merchandising 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:</i></p> <ul style="list-style-type: none"> ○ 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 department stores 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 <p><i>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 Heads follow the identical approach for store and site, or it differs for the store and for the e-retail site.</i></p> <p>Mega Round table with Fashion CMOs & Merchandising Professionals Lead: C S Suryanarayanan, Director and Senior Partner, V-Nova Business Growth (Vertebrand) Expert Insights: Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi Strauss & Co. & Ganesh Subramanian, Founder and CEO, Stylumia</p>	<p>TECH TO ADOPTION: HOW TO CONNECT THE DOTS? 7 Minutes insights by Tapan Acharya, CRO, Arvind Internet</p> <p><i>At the heart of retail's ongoing transformation, is a tectonic shift in focus—from the point of sale to the point of experience. To achieve this, retailers have to think about where to start and how to get there. Through this session we share our learnings, dispelling the myth and highlighting that it is not just about tech; it is about how you adapt it, operationalize it. We will reveal key principles to build the sequence that connects the dots between where to start and how to get there.</i></p> <hr/> <p>IN STORE TECH - '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.</p> <p><i>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. Helping customers buy with virtual fitting rooms and endless aisles, self-checkout, queue busting, and easier access to relevant merchandise, multiple payment options.....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.</i></p> <p>Panel: Deepak Kishanchand, IT Head, Levi's Jackson Fernandez, Head Of Ecommerce, PUMA India Kapil Yadav, Head Visual Merchandiser & GM Louis Philippe & Simon Carter @ ABFRL Maneesh Mittal, Chief - Omnichannel & Digital, Shoppers Stop Nitesh Kanchan, COO, Arrow Ranjan Sharma, CIO and Head of SCM, captive eCommerce business & QA, Bestseller India Vishal Kapil, CTO, Marks and Spencer India</p> <p>Moderator: Arun Gupta, Managing Partner & Director, Ingenium Advisory</p>	<p>FASHION INNOVATIONS</p> <p>START UPS We bring together inspiring thinkers and doers, with their promising ideas and concepts, how they have built their success in the market on new products, technology, digital landscape and retail formats. How are fashion and technology Start-ups are creating long-term value for customers and shareholders?</p> <p>PRESENTATIONS BY IFA FINALISTS</p> <p>– followed by Q&A</p>
<p>Marketing Panel:</p> <p>Abhishek Shetty, Head Marketing, PR & Loyalty, Celio Amit Sawant, Head Marketing, Central Jiiten Mahendra, SVP, Marketing, Max Fashions Narendra Motwani, Head – Ecommerce & Digital Marketing, Malabar Gold & Diamonds Pawandip Singh, CMO, Wildcraft Priyaranjan Manay, Head Marketing Pepe Jeans London Rajesh Sethuraman, Head Marketing, Easybuy Ritu Sahu, VP, Marketing, Soch Apparels Saisangeeta Israni, GM-Marketing, Spykar lifestyles Smita Murarka, Head – Marketing & Ecommerce, Amante (MAS Holdings) Srinivas Rao SVP Marketing - Lifestyle Sugam Asani, Brand Head, Jack and Jones Yashwanth KC, Head, Analytics & Insights, Titan Co.</p>	<p>Merchandising Panel:</p> <p>Akash Sehgal, SVP & Business Head for Footwear, Accessories & beauty Business - Lifestyle Int. Amit Kumar, Chief Merchandising Officer, Arvind Fashion Brands Bhupinder Singh, Chief Product Officer, Wildcraft India Gaurav Raheja Chief Product Officer, True Blue – Arvind Manish Bhatia, Buying & Merchandising head, Easybuy Nihal Rajan, VP & Head of Design-MFB @ Myntra Designs Saikat Mitra Creative Director, Van Heusen - VP Design, ABFRL Sathish Kumar, Head Strategy, Brand Studio Lifestyle</p>	

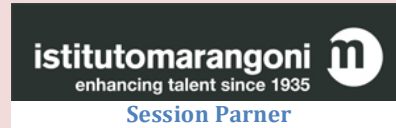
PARALLEL SESSIONS - 03.00 pm - 04:00 pm

IFF – BALL ROOM 1		FASHION TECHWAY – BALL ROOM 2	IFF SUCCESS STORIES IFA JURY ROOM
<p>MALL TALKS –</p> <p>1. OUTLET CENTRES By Benu Sehgal, CEO, Freeport Retail 2. NAGPUR – AN EVOLVING SMART CITY By Zubin Zall, ED,, WTC Nagpur, Goel Ganga Group</p> <p>Followed by Panel Discussion</p>		<p>HOW TECH INNOVATION CAN TRANSFORM THE ENTIRE SUPPLY CHAIN FOR A GREAT CUSTOMER EXPERIENCE</p> <p>7 MINUTES INSIGHTS By Reuben Noronha, VP & Head - Financial Services, Zilingo</p>	<p>MARKETING & PROMOTIONS</p> <p>PRESENTATIONS BY IFA FINALISTS</p> <p>followed by Q&A</p>
<p>NEW STORE STRATEGY? What should be the right size for a fashion store? How has been the customer response to large flagship stores and concept stores? While planning expansion how should retailers look at new markets/ spaces – Higher ROI or Per Sq Ft Return?</p>	<p>MALL STRATEGY Fashion & Lifestyle that occupies ¾th of mall space face unprecedented challenges in view of mass migration of consumers to mobile and e-commerce. While Shopping centres worldwide are gearing up to this phenomenon by adding more and more unique experiences, Convenience, and Options, what's happening at shopping centres in India?</p>	<p>DELIVERING A GREAT CUSTOMER EXPERIENCE THROUGH A TECH-ENABLED SUPPLY CHAIN While most retailers understand the need to provide a consistently positive customer experience, many struggle with legacy systems that are unable to address customer experience needs. To successfully serve an omnichannel consumer, retailers must recognize that the changing dynamics of consumer, competition and market necessitate adjustments to their current ways of working. As retailers analyze and understand customer behaviour, getting the right fashion products through the right sales channels can be complex. This session will discuss steps retailers are taking from a supply chain perspective to gear up for an evolving customer and an evolving competitive market.</p>	<p><i>Fashion & Lifestyle Retailers (Single Brand/ Multi brand) who have executed an Effective Cross Channel Marketing – to connect/excite/ engage customers in developing new categories/ seasons/ reasons to shop and share experiences through Social Media / Digital Marketing / Platform Marketing (Like me, Tweet Me. Follow Me) which led to market expansion, increased consumer connect/ demand/ footfall, sales and profitability of the brand.</i></p>
<p>This roundtable with retail chain owners, COOs/ Business Development & Project Heads @ Retail and shopping centre professionals will discuss real retail estate and location performance for retail across verticals, segments and categories and dive deep in to the subject and chart out a road map for all stakeholders to plan future expansion.</p>		<p>Lead & Moderation: Vikram Idnani, SVP/Head-IT, Reliance Retail</p>	
<p>Panel: Abhishek Raj, GM-Ops & BD, Lacoste India Ankur Kohli, Head - Real Estate & Business Development, Bata India Atul Talwar, Director, BD, Pacific Malls Darpan Kapoor, Vice Chairman, Kapsons Group Hemant Agarwal, CMD, V-Bazaar Kulpam Peshin, VP – BD, Lenskart Prashant Bhatia, Director, Cambridge Rohiet Singh, COO, Tommy Hilfiger Sumit Ghildiyal, VP, Business Development, Max Fashions (Landmark Group) Tarun Vashishtha, National RBD Head, Pantaloons Uddhav Poddar, MD, Bhumika Realty (Urban Square)</p> <p>Moderators: Deepak Yadav, Head-Retail Business Development, Shoppers Stop</p>		<p>Panel: Ranjan Sharma, CIO and Head of SCM, captive eCommerce business & QA, Bestseller India Priyanjali Dang, Sr. Director-Solutions Development (Fashion Enterprises), Delhivery Maneesh Mittal, Chief - Omnichannel & Digital, Shoppers Stop Reuben Noronha, VP & Head - Financial Services, Zilingo</p>	

IFF – BALL ROOM 1

PREMIUM LOUNGE CONCLAVE:

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.

Luxury Market Insights: Neelesh Hundekari, Partner - Consumer and Retail Practice, A. T. Kearney

Moderator: Rachana Singh, Brand Consultant & Professor of Fashion Business - Istitutomarangoni

Panel:

Bijou Kurien, Strategy Board Member, L Catterton Asia Holdings
Lars Schmidt, MD, Southeast Asia & India, Swarovski
Nikhil T Rajan, Founder & MD, William Penn
Nitya Arora, Founder, Valliyan
Vijay KG, Founder, Luxepolis

FASHION TECHWAY – BALL ROOM 2



CONNECTED COMMERCE AND FRAUD PROTECTION USING AI

Shaleen Verma, Retail Technology Specialist, Microsoft

How to protect your e-commerce business—and your customers—against fraud to help drive down costs, achieve higher revenue, and improve your customers' shopping experience?

Panel:

Anuj Gupta, Chief Revenue Officer, Zivame
Arun Naikar, Head E-Commerce, Fabindia
Dr Nataraj Narayan, Global Retail Tech Veteran
Sanjay Roy, Executive Director-Sales & Tech, Puma
Tapan Acharya, CRO of Omuni, Arvind Internet
Vidya Laxman, Director - Technology, Tesco
Vishal Kapil, CTO, Marks and Spencer India

Moderator: Vishwajeet Sukhija, Business Lead, Microsoft

PARALLEL SESSIONS - 05.00 pm - 06:00 pm

IFF – BALL ROOM 1	FASHION TECHWAY – IFA JURY ROOM
<p>SCAI CONCLAVE Round Table with Fashion & Lifestyle Retailers & Shopping Centre Developers.</p> <p>Introduction by Amitabh Taneja, Chairman, SCAI Challenges faced by the Shopping Centres and tenants. Initiatives taken by SCAI so far and what more needs to be done as an industry body. Issues between shopping centres and tenants. Issues that need to be taken up with the appropriate authorities within the city or state and in some cases with the Central authorities.</p>	<p>MOST EFFECTIVE TECH IMPLEMENTATIONS IN AREAS LIKE:</p> <p><i>Loyalty & Customer Engagement. Customer Service & Experience. Project Management & Governance. Mobile Commerce. In-Store Technology. Social Marketing. Enterprise Solution Implementation. Analytics & AI. Data Security & Privacy. Supply Chain Management. Omnichannel Optimisation</i></p>
<p>Retail Real Estate Panel:</p> <p>Benu Sehgal, CEO, Freeport Retail Bimal Sharma, Head – Retail, Advisory & Transaction Services, CBRE South Asia Gopal Machani, Jt MD, M G Brothers - MGB Felicity Mall Munish Khanna, CRO, Express Avenue Nirzar jain, Chief Leasing Officer, Nexus Malls Rajiv Malla, CEO, Malls, Runwal Group Shashie Kumar COO, Brigade Enterprises Uddhav Poddar, MD, Bhumika Realty (Urban Square) V. Muhammad Ali, COO, Forum Malls (Prestige Group) Zubin Jall, Executive Director, Goel Ganga Group Dr.Vishesh Rawat,VP – Sales, Mktg & Leasing, M2K</p> <p>Moderator: S Raghunandan, President – Retail, Bhartiya City Developers</p>	<p>Retailers Panel:</p> <p>Alok Dubey, CEO, Arvind Lifestyle Brands Darpan Kapoor, Vice Chairman, Kapsons Group Dilip Kapur, President and Founder, Hidesign Kumar Nitesh, SVP & Business Head, Trends Footwear, Reliance Retail Mridumesh Kumar Rai, Group President, Sara Futura Group Rajesh Jain, Managing Director & CEO, Lacoste India Rajesh Kadam, COO, Inc. 5 Shoes Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi Strauss & Co. Shailesh Chaturvedi, MD & CEO, Tommy Hilfiger, Arrow & CK India Sanjeev Agrawal, CEO, Rangriti, BIBA Apparels Srinivas Rao, SVP Marketing, Lifestyle Vineet Gautam, CEO, Bestseller India Vivek Bali, CEO, Sephora India</p> <p>Moderator: Abhishek Ganguly, MD, Puma India</p>
<p>PRESENTATIONS BY IFA FINALISTS <i>followed by Q&A</i></p>	

07.00 pm - 08.00 pm



IFF GRAND FINALE: SOLOx

**3 minutes Story
of Fashion Leaders**

**#Untold Stories #Mega Life Lessons #Bold Opinions #Outstanding
Outcomes #Biggest Business Dreams – followed by Q&A**

Q&A PANEL

Avinash Mane, Commercial Head, South Asia – Lenzing
Bijou Kurien, Strategy Board Member, L Catterton Asia Holdings
Prof. Raghuram Jayaraman, Head - Industry & Alumni Affairs, NIFT
Rajat Wahi, Partner & Head – Consumer & Retail Sectors, Deloitte India
Vikram Rao, Fashion Retail Industry Veteran
Viren Razdan, MD, Brand-nomics

Amisha Jain, CEO, Zivame

Himanshu Chakrawarti, CEO - Unlimited, Arvind Lifestyle

Tanvi Malik, Co-Founder, FabAlley & Indya

Mridumesh Kumar Rai, Group President, Sara Futura Group

Nina Lekhi, Founder, CEO & MD, Baggit India

Nitya Arora, Founder, Valliyan

Sanjeev Mohanty, MD - South Asia, Middle East & North Africa, Levi
Strauss & Co.

Vineet Gautam, CEO, Bestseller India

08.00 pm onwards

**20th Images Fashion Awards -
Cocktails, Celebrations & Dinner**

Note: Agenda Session Titles, brief, speakers, dates and timings are subject to change

IFF SCOPE covers

Textiles, Apparel & Accessories # Sportswear # Footwear # Jewelry, Watches & Eyewear # Home Fashion # Beauty

MOVE TO NEXT PAGE FOR IFA JURY PRESENTATIONS AGENDA >>>>>>

20th IFA JURY AGENDA



IFF SUCCESS STORIES @ IFA JURY ROOM - PRESENTATIONS BY IFA FINALISTS - followed by Q&A

17th Dec. 02.00 pm - 06:30 pm BRAND/ RETAIL EXPANSION -

SINGLE BRAND RETAIL CHAINS – FASHION & LIFESTYLE RETAILERS WITH NATIONAL / REGIONAL PRESENCE

- Westernwear - Men's & Women's
- Jeans & Casualwear
- Indianwear - - Men's & Women's
- Lingerie – Women's Innerwear
- Kidswear
- Footwear
- Fashion Accessories

AFFORDABLE FASHION RETAILER

EXCELLENCE AWARDS/ SPECIAL JURY AWARDS

Large Formats, Sportswear, Men's Innerwear, Jewellery, Home & Interiors, Regional Retailer, Fashion Company & Nominations in categories that have less than 3 nominations will be considered for Excellence/ Special Jury Awards.

18th Dec. 11.00 am – 04.00 pm

DESIGN CONCEPTS – COLLECTIONS, STORE DESIGN & VM, STORE LAUNCH, START UPS & INNOVATIONS

COLLECTIONS

Karl Lagerfeld for Coverstory
By Deepika Rana Manager Buying, Cover Story

Parichay - Khadi Collection by Taneira
By Anindita Sardar, Head-Design- Taneira

Yolo Dress for W
By Niraj Sharma , AGM Sales, TCNS Clothing

7 Looks 1 Suit - "Travel Light" by Van Heusen
By Akash Ashesh, GM, Visual Merchandising, Van Huesen

Unique Concepts with Complete Design by Shingora

By Swatantra Raghuwanshi, Business Head, Shingora

STORE DESIGN

Kapsons
By Darpan Kapoor, Vice Chairman, Kapsons

Kancheepuram Vara Mahalakshmi Silks
By Akhil Kv. Manager Advertising, Kalmanadir

Simon Carter
By Namita Bali, Brand Director, Simon Cater

Madame
No Presenter

Pantaloons
No Presenter

VISUAL MERCHANDISING

Home Centre – Sale
By Marthy Bermejo, Head VM, Home Centre – Lifestyle

Lifestyle – Youth Fest
By Akash Kumar , GM Visual Merchandising, Lifestyle

V-Mart – Festive VM
By Kavita Singh, AGM, Visual Merchandising, V-Mart

Project EVE - Season of Bling
By Unni Augustine, GM-VM, Project Eve

Pepe Jeans London – Design to Digital
By Priyaranjan Manay, CMO, Pepe Jeans London

W for Yolo Dress
By Niraj Sharma , AGM Sales, TCNS Clothing

Lifestyle – Pujo VM
By Akash Kumar , GM Visual Merchandising, Lifestyle

STORE LAUNCH

DSS by Inc.5 Soes, South Ext, N. Delhi
By Rajesh Kadam, COO, Inc. 5 Shoes

Kapsons, Mall Road, Ludhiana
By Darpan Kapoor, Vice Chairman, Kapsons

Levi's, Select CITYWALK, New Delhi
By Asheesh Verma, Head-Store Planning & Retail Development, Levi's

Louis Phillippe, South Ext, N. Delhi
By Kapil Yadav, Head Visual Merchandiser & GM Louis Philippe & Simon Carter @ ABFRL

Pepe Jeans Londos, Elante Mall, Chandigarh
By Priyaranjan Manay, CMO, Pepe Jeans London

Puma, 100 ft Road, Indiranagar, Bengaluru
By Debosmita Majumder, Head-Marketing, Puma.

V-Mart, Kota
By Kavita Singh, AGM Visual Merchandising, V-Mart

Van Heusen, Elante Mall, Chandigarh
By Akash Ashesh, GM, Visual Merchandising, Van Huesen

START UPS

Suitara –
Ramona Parsani, Owner

Cashfree –
Sangeeta Tiwari, Growth Lead

Indian weavers Alliance –
Saumar J Sharma, CEO

Mini Klub –
Kavita Mallick, Brand Head

Proyog –
Malika Baruah, Founder

FASHION INNOVATION

Wiser Wash - Pepe Jeans London
By Priyaranjan Manay, CMO, Pepe Jeans London

The Earth Bag - Crea
By Praveen Premkumar, Director, Crea Worldwide

Fibre to Fashion Ecosystem - Easybuy
By Rajesh Sethuraman, Marketing Head, Easybuy

Converting Waste Plastic Bottles to High-end Fashion-RElan
By Sanjay Gupta, Head Product Development - Staple Fibre Div, Reliance Polyester (Relan)

20th IFA JURY AGENDA



**IFF SUCCESS
STORIES @ IFA JURY
ROOM -
PRESENTATIONS BY
IFA FINALISTS -
followed by Q&A**

DAY 2 continued

**18th Dec. 04.00 pm - 07:30 pm
MARKETING & PROMOTIONS & TECH IMPLEMENTATIONS**

MARKETING & PROMOTIONS

#MYCALVINS - Calvin Klein
By Harish Ramaswamy, Manager Marketing, Tommy Hilfiger & Calvin Klein India.

Face of Easybuy – A search for Bangalore's most fashionable child
By Rajesh Sethuraman, Marketing Head, Easybuy.

What's a Woman - Forever New
By Pooja Sharma – Head Marketing, Forever New.

Max Women's Fest – Behen Kuch Bhi Pehen
By Pallavi Pandey AVP, AVP - Brand Communication, Max Fashion.

ONLYff.AnanyaPanday
By Sahil Advani, Digital Marketing for ONLY and ONLY&SONS. Bestseller India.

Season of Bling - Project EVE
By Unni Augustine, GM-VM, Project Eve

Stockthem Campaign - Puma
By Debosmita Majumder, Head-Marketing, Puma.

Aabhar - Reliance Jewels
By Harsh Shah, Chief Manager, Reliance Jewels.

The Pepe Party - Pepe Jeans London
By Priyaranjan Manay, CMO, Pepe Jeans London.

MARKETING & PROMOTIONS

Selected HOMME
By Sahil Advani, Digital Marketing for ONLY and ONLY&SONS. Bestseller India.

GYMJNS - Spykar
By Saisangeeta Israni, GM, Marketing, Spykar.

#TommyXMercedesBenz for Menswear & TommyXZendaya for Womenswear
By Harish Ramaswamy, Manager Marketing, Tommy Hilfiger & Calvin Klein India.

United By Vote - United Colors of Benetton
No presenter

W for Yolo Dress
By Niraj Sharma, AGM Sales, TCNS Clothing.

Karl Lagerfeld for Coverstory
By Deepika Rana Manager Buying, Cover Story

Diana Penty - Face of Forever New
By Pooja Sharma – Head Marketing, Forever New.

Carry Your World - Van Heusen
By Miriam Rojy, Senior Brand Manager, Van Huesen.

In The Name of Liberty - Liberty
By Barun Prabhakar, CMO, Liberty.
No Presenter

TECH IMPLEMENTATIONS

Max Buddy 'Customer Engagement & Experience' - Max Fashion
By Shantnu Prakash, DGM, Customer loyalty & Analytics, Max Fashion.

Omni Optimisation - Fab India
By Arun Naikar, Head E-Commerce, Fabindia

Endless Aisles – Bestseller & Omuni Powered by Arvind Internet
By Ranjan Sharma, CIO, Bestseller India & Tapan Acharya, Omuni

Customer Service & Experience - Blackberrys
By Harcharan Singh, CIO, Blackberrys

Omni Optimisation - Myntra
By Rajesh Narkar, Brand Director and VP, Myntra & Bhavik Hemant Jhaveri, Director – Engineering, Myntra

Robotic Process Automation - Bestseller
By Ranjan Sharma, CIO, Bestseller India

Instore technology – Soch
By Sneha Pratap, CIO, Soch

Loyalty & Customer Engagement - Forever New
By Sanchita Bhagat, Asst Manager – Brand Marketing, Forever New

Marketing Automation - Forever New
By Pooja Sharma – Head Marketing, Forever New

Customer Engagement - Forever New
By Sanchita Bhagat, Asst Manager – Brand Marketing, Forever New

Omnichannel Optimisation – W
By Niraj Sharma, AGM, Sales, TCNS Clothing