



## IFF 2022 Agenda

March 23-24, The Leela, Ambience, Gurugram

### DAY 1

10:00 – 10:05

**IFF INTRO BY IFF 2022 HOST**

Anish Trivedi, President & CEO, Alenka Media

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10:05 – 10:25

**IFF PRELUDE: FASHION RETAIL INDUSTRY INSIGHTS**

Saloni Nangia, President, Technopak

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10:25 – 10:35

**IFF 2022 CHAIRMAN'S ADDRESS**

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

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10:35 – 11:45

**INAUGURAL PANEL: BUILDING FUTURE-PROOF FASHION RETAIL MODELS: PURPOSEFUL, PIONEERING, PROFITABLE.**

The transformation sweeping across the consumer universe and technology is throwing up major implications for fashion businesses. Fashion retail of the New World embraces an integrated reality — with deeply interlaced digital moments that boost physical experiences, and vice versa.

Higher demands are being placed on fashion companies to reimagining themselves as digitally-optimized, responsive and innovative businesses, while also engaging with consumers in more agile, meaningful and influential ways and championing issues that impact the world around them.

Simultaneously, consumers also have rising expectations on product differentiation — Fashion that is more individualistic, but also offers a distinct experience. Be it in a physical store or an online format, experience is the top factor today in not just customer acquisition, but more importantly, retention.

How can brands and companies balance the four ingredients of fashion retailing in the New World — Purpose, Experience, Innovation and Engagement?

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

**Ayushi Gudwani, Founder & CEO, Fable Street**

**Himanshu Chakrawarti, President, Snapdeal**

Mukesh Kumar, Chairman, Shopping Centres Association of India; CEO, Infiniti Malls  
Vineet Gautam, CEO, Bestseller

Session Moderator: B S Nagesh, Founder, TRRAIN

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Release of IMAGES India Business of Fashion Report 2022

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11:45 – 12:00

**FIRESIDE CHAT: CRACKING INDIA'S VALUE COMMERCE CODE**

Kunal Bahl, Co-Founder, Chairman and CEO, Snapdeal

HOST: Harminder Sahni, Founder, Wazir Advisors

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12:00 – 12:10

**KEYNOTE: DRIVING DIFFERENTIATION IN RETAIL WITH PERSONALIZED CUSTOMER EXPERIENCE**

Join Pranav Ahuja, CEO of Xeno as he talks about how leading fashion brands are growing using the power of customer data.

Pranav Ahuja, CEO, Xeno

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12:10 – 12:20

**KEYNOTE: SOLUTIONS FOR A PHYGITAL RETAIL WORLD**

Praveen Mellacheruvu, Country Head - Business Applications, Microsoft

12:20 – 13:05

**PANEL DISCUSSION: REIMAGINING PHYSICAL RETAIL**

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 do a Retailer / Brand motivate today's consumers to visit physical retail spaces?

What unique experience and the success strategies are they offering to force the customers to visit their stores.

India has 1.18 billion mobile connections, 700 million Internet users, and 600 million smartphones, which are increasing 25 million per quarter. 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.

Abhishek Bansal, ED, Pacific Malls

xeno

Darpan Kapoor, Vice Chairman / Chairman (Chandigarh Council), Kapsons Global Pvt Ltd / Confederation Of Indian Industry (CII)

Lalit Agarwal, MD, V-Mart Retail

Raghu Rajagopalan, President & Chief Operating Officer, Max Fashion

Rajesh Jain, MD & CEO, Lacoste India - Sports and Leisure Apparel Limited

Rishabh Soni, MD, SSIPL

Session Moderator: Praveen Mellacheruvu, Country Head - Business Applications, Microsoft

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13:05 – 13:15

**KEYNOTE: CONVERSATIONAL FASHION - THE FUTURE OF CUSTOMER ENGAGEMENT IN APPAREL**

INDUSTRY



Ninad Takpere, VP – Sales, Gupshup

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13:15 – 14:00

**FASHION RETAIL REALIGNED WITH CONNECTED CONSUMPTION: THE EVOLUTION OF RETAILS NEW GROWTH LEVERS**



**SESSION KEYNOTE:**

Rajul Agarwal, Industry Lead – Retail, Accenture Solutions Pvt. Ltd

**PANEL DISCUSSION:**

Retailers, accustomed to playing on the margins, were facing unprecedented timeframes and enormous ramifications for their businesses. According to McKinsey, companies acted 27 times faster to meet increasing customer demand for online purchasing and services than they would have done before the COVID-19 crisis. In other words, companies took 22 days to implement changes that previously would have taken them 20 months.

Developing a future-fit company that can navigate times of volatility, uncertainty and crisis is top of mind for most CEOs today. How do you create strong business models -- across consumption categories -- that are disruption-proof and responsive to market challenges and continuously evolving consumers?

Atul Bajaj, Executive Director -Sales & Operations, Puma

Johnson Verghese, MD, Fossil India

Rajul Agarwal, Industry Lead – Retail, Accenture Solutions Pvt. Ltd

Sanjeev Rao, CEO, Being Human Clothing

Vineet Gautam, CEO, Bestseller

Session Moderator: Harmeet Bajaj, Product development and communication strategist. Fashion academician

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14:00 – 14:30

## LUNCH

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14:30 – 15:15

### **PANEL DISCUSSION: CONVERTING CHANGE TO PROGRESS: BUILDING AN EFFECTIVE CX STRATEGY IN FASHION RETAIL BUSINESS**

It is clear that to serve and inspire fashion shoppers, retailers and brands need to think through conventional business models and boost consumption through product innovation and faster inventory turns.

The pandemic has changed the consumption patterns in consumers. From want based purchases, consumers are now shifting to need based purchases. Adding more to it, consumers are also looking up to the brands with better consumer experiences and quick delivery as per their requirement. This altogether has forced the industry to open up new arenas.

Work from home wear and lounge wear will be big segments moving forward along with basic clothing. Consumers will look for quality, durability, fast delivery and returns, instead of fashion and trends primarily. Brands will be creating lines for the next season which will be more relevant to consumers and exploring new product categories as well.

#### **Key Points:**

- Is there a hybrid future for fashion in the making? How can physical stores up the ante?
- Omnichannel retail: Perfecting the 360-degree customer experience
- Optimizing tech for market reach, business scale
- How do companies maximize the opportunity to grow their brands and build and maintain customer relationships in uncertain times?

**Avnish Kumar, MD, Neerus Ensembles**  
**Bharati Balakrishnan, Country Head and Director, Shopify India**  
**Pankaj Vermani, Founder & CEO, Clovia**  
**Rahul Bhalla, Co-Founder and CEO, Latin Quarters / Ikon Retail Pvt Ltd**  
**Sahil Malik, Managing Director, Da Milano**  
**Sanjay Vakharia, CEO, Spykar**

**Session Moderator: Navin Joshua, Founder/Director, GreenHonchos**

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15:15 – 16:00



### **IMAGES RETAIL TECH ICONS powered by GreenHonchos** **Honouring excellence in digital transformation**

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16:00 – 16:45

### **PANEL DISCUSSION: FUTURE PROOF: OMNICHANNEL IN FASHION RETAIL: MEETING THE CONNECTED CONSUMER**

Be it Gen-Z, Millennials or Baby Boomers, they all have one thing in common - being connected digitally! Thus, there's a greater opportunity at play here for the fashion brands of today - Meeting the needs of the Connected Consumer who may be diverse in identity but similar in certain needs. The session will delve on understanding and managing the Connected Consumer of today.

**Key Points:**

- What motivates the consumer to be loyal to a brand
- Communication strategies that entice or bother the consumer
- How are brands engaging with and continuously adapting to the consumer's demands
- Are brands willing to learn from mistakes
- Digital fashion trends - virtual trying of clothes, etc

**Atul Shivnani, Head Of Ecommerce & Digital, The Body Shop**

**Bidyut Bhanjdeo, Head – S&D, LFS & E-Commerce, Raymond**

**Deepak Aggarwal, CEO, Kazo**

**Rajnish Gupta, Vice President and Head- India & Subcontinent, Zebra**

**Saikat Mitra, Vice President - Creative Director, Van Heusen, Aditya Birla Fashion and Retail Ltd**

**Shifali Singh, Head -Ecommerce, Retail Merchandise and International expansion, BIBA India**

**SESSION MODERATOR: Surbhi Shridhar, Retail Sustainability Lead, Accenture**

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**16:45 – 17:00**

**KEYNOTE: CONTENT TO COMMERCE - BUILDING THE NARRATIVE TO DRIVE CONVERSIONS**



**Navin Joshua, Founder/Director, GreenHonchos**

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**UNVEILING INDIA'S PERFECT TEE BY SPORTO**

**By Ninad Umargekar, Chief Marketing Officer, J G Hosier**

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**17:10 – 18:10**

**FASHION RETAIL BUSINESS DEVELOPMENT TOWN HALL: CONSUMPTION NEEDS A STRONG BOOST. CAN MALL-RETAILER PARTNERSHIPS LEAD THE WAY?**

Retailers and retail space developers need to develop re-imagined, agile models of collaboration and consumption triggers – more than ever before. The onus rests on both occupiers and retail real estate leaders to build consumer confidence, co-create digital triggers, and drive demand and re-energies top lines across all key verticals.

This session brings some of the most dynamic developers and retailers to discuss what possibly we can be done together to:

- Drive customers back to the malls, in particular during week days
- Create new reasons/ seasons to shop in the mall
- Enhance Omni-channel experience for customers
- Add to the brick and mortar experience

**RETAIL BD PANELISTS:**

**Abhishek Raj, COO, Lacoste India / Sports & Leisure Apparel Ltd**  
**Ashish Awal, National Sales Manager, Pepe Jeans**  
**Lokesh Chopra, Head Sales & BD, Alcis Sports Pvt Ltd**  
**Manik Dhodi, Director Real Estate, adidas Group India**  
**Preeti Chopra, National Head BD –Retail, Raymond**  
**Sumit Ghildiyal, Head Retail Business Development & NSO (Max), Landmark Group**  
**Sumit S Suneja, Head BD & Franchise, Bestseller**  
**Vivek Shrivastava, Head Of Retail Business Development, Aditya Birla Fashion and Retail**

**REAL ESTATE PANELIST:**

**Aman Trehan, ED, Trehan IRIS**  
**Arjun Gehlot, Director, Ambience Group**  
**Harsh Bansal, Director, Vegas Mall & Unity Group**  
**Pushpa Bector, Executive Director, DLF Shopping Malls**  
**Shibu Philips, Business Head-Malls, Lulu International Shopping Malls**

**MODERATOR:**

**Pankaj Renjhen, COO & Jt. MD, ANAROCK Retail**

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**18:30 – 19:30**

**INDIA BRAND SHOW 2022**

A stunning showcase of the latest and upcoming product ranges from leading fashion & lifestyle brands presented in a sophisticated, customer-centric environment. Brand collections will be showcased through a spectacular presentation on an elegant fashion runway in the presence of consumers and B2B partners.

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**19:30 – 20:30**

**COCKTAILS & NETWORKING**

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**20:30 Onwards**

## IFF Design Innovation Icons powered by Stylumia

Honoring excellence in design, merchandising and buying

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### PARALLEL SESSION



14:30 – 15:15

#### **Focused Meet:** CONNECTED PACKAGING: THE SINGLE BIGGEST TREND IN THE FASHION INDUSTRY

The single biggest trend that all Fashion brands should be aware of is connected packaging. Most Fashion brands have already implemented some level of connected packaging.

The session will highlight how fashion brands can leverage connected packaging and following below are the benefits:

- Brand building
- Digital entry points for customers to interact with the product/brand
- Easy accessibility for customers as the product has QR codes printed on it
- Easy for customers to access immediate assistance
- Easy to perform Repurchase, Referral, Return, Feedback, etc.

**Amit Arora, CIO – IT, SHR Lifestyles Pvt Ltd**

**Anurag Saxena, Head of IT, BIBA Apparels**

**Ashvinder Singh, Managing Director, Uni Style Images Pvt Ltd**

**Atul Bajaj, Executive Director -Sales & Operations, Puma**

**Deepak Aggarwal, CEO, Kazo**

**Neeraj Raheja, Head - Retail, Business Development and Projects, Raymond**

**Ninad Takpere, VP – Sales, Gupshup**

**Sharad Nigam, Assistant General Manager and Head of Retail & Projects (pan-India), Pepe Jeans India**

**Sugam Asani, CBO, Bestseller India**

**SESSION MODERATOR: Sumit Chandna, SVP and Head, Retail, Bata India**

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16:30 – 17:30



#### **Sundowner:** The future of Customer Engagement: Select Retail CXO's Sundowner

Join retail CXOs for wine & cheese while you mix, mingle, and talk about retail transformation in recent years. Reserve your place today

P.S This event is invite-only.

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**19:00 Onwards**

**An Exclusive by invite networking meet hosted by Bestseller**

**DAY 2**

**24<sup>th</sup> March 2022**

**WGSN**

**10:30 – 11:00**

**IFF PRELUDE: BIG IDEAS 2024: Fashion**

Discover the six major trends from the Big Ideas 2024: Fashion piece that will impact the fashion industry by 2024 right from the climate-adaptive clothing to upskilling for the metaverse and building out product-care-and-repair ecosystems.

Join Puneet Dudeja WGSN Director for Business Development (South Asia) as he explores the key trends in the fashion industry underpinned by the three common themes and discusses insights about each big idea from the business POV.

**Puneet Dudeja, Director - Business Development, South Asia, WGSN**

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**11:00 – 11:45**

**xeno**

**PANEL DISCUSSION: THE FINAL BASTION – CUSTOMER EXPERIENCE**

**Build a Profitable Fashion Retail Business: Growth, Customer Satisfaction and Customer Retention Strategies**

Everyone loves deals, but fatigue is setting in with the tsunami of offers and promotions. Customers want experience – be it on the web, mobile, social media, bots, or in-store; they expect reduced friction towards their seamless shopping experience. Technology can change the rules of the game, customers change the game! Retailers and Technology providers discuss and debate the future of retail and customer engagement and retention.

**Key Points:**

- CX Experience
- Customer Engagement
- User Growth
- Minimizing Customer Acquisition Cost
- Customer Churn Management
- Referral plans
- Loyalty and Rewards
- How do you create a Merchandise Plan – nimble enough to move, wide enough to have every product possible of each known brand

**Akhil Srivastava, Managing Director, Parafait India**



Jaimin Gupta, Managing Director, Stitched Textiles Pvt. Ltd. (Barcelona Brand)  
Rohiet Singh, COO, PVH Arvind Fashion Pvt. Ltd.  
Shishir Gupta, Director and Founder, Kalki/Kalkifashion.com  
Sorav Arora, Business Head - B&M, Ecom & LFR, Pepe Jeans

SESSION MODERATOR: Ayushmaan Kapoor, Co-Founder, Xeno

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11:45 – 12:30

**ZILINGO**

**PANEL DISCUSSION:** Building a future-ready brand through digital transformation across the supply chain.

**Key Points:**

- Impact of covid in the fashion and apparel manufacturing sector
- Enhancing supply chain efficiency to create purposeful brands for tomorrow
- Importance of digitization and technology in the fashion sector
- Building a robust retail brand with the right ecosystem

Anil Menon, Head of IT, LuLu Group India  
Anuj George, Head of Business, Zilingo Factory  
Sanchit Govil, Co-Founder, Lal10  
Pankaj Sachdeva, E-commerce Head & Marketplace, Crocs  
Simarjit Singh Suri, Head New Product Development, Reliance Retail limited  
Jay Prakash Shukla, CEO, 1indiafamilymart

SESSION MODERATOR: Ranjan Sharma, CIO, Head of SCM, Captive eCommerce business and QA, Bestseller India

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12:30 – 13:15



**PANEL DISCUSSION:** CREATING A PROFITABLE ONLINE-OFFLINE BUSINESS THROUGH STORE BASED OMNICHANNEL RETAIL

The current world has fast forwarded the online retail from sub 5% to up to 40% of P&L in fashion & lifestyle. The scale has changed however many are still struggling with profitability. The session will talk about how the convergence of online & offline through a store based Omni-channel retail is increasing top line numbers as well as improving profitability.

**Key Points:**

- Importance of new journeys for the Omni-channel customer
- Impact on profitability through decentralizing retail store-based models.
- Comparing Omni-channel P&L with traditional P&L
- Case studies of profitable Omni-channel

**KEYNOTE:** Inayat Guram, Development Manager, Logic ERP

Apoorv Sen, Chief Brand& Marketing officer, Iconic Fashion

**Kuntal Malia, Co-Founder, StyleNook**  
**Lavanya Nalli, Vice Chairman, Nalli Group**  
**Lokesh Chopra, Head Sales & BD, Alcis Sports Pvt Ltd**  
**Manish Vig, Retail Head, VIP Industries Ltd**  
**Suman Chowdhury, Co-Founder & COO, Clovia**  
**Queenie Singh, CEO, Jewels by Queenie**  
**Rohit Dogra, Business Head, V-Bazaar Retail Pvt. Ltd.**

**SESSION MODERATOR: Swarndeeep Singh, MD, LOGIC ERP**

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**13:15 – 13:30**



**KEYNOTE: ESCAPING FASHION'S DEATH VALLEY**

**Ganesh Subramanian, Founder & CEO, Stylumia**

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**13:30 – 14:15**

**LUNCH**

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**14:15 – 15:00**



**PANEL DISCUSSION: FASHION INNOVATION USING AI: TURNING FASHION CREATION ON ITS HEAD**

The way we find and buy items has shifted dramatically. In the last few years, no other industry has apparently taken more of a hit than retail. Of the list of emerging technologies artificial intelligence has been the forefront of disruption for fashion industry. Thus one of the most prominent ways fashion and technology have been integrated is the ability to turn a diverse set of data into engaging, enriching information.

**Key Points:**

- How AI can power the future of fashion?
- AI Trend spotters - Predicting next years' fashion trends accurately
- Trend forecasting to produce more sustainably
- Backing your product intuitions with market data
  - Optimize Product Assortment
  - Forecast Product Quantities
  - Master Product Positioning
  - Steer Product Marketing
  - Increase your Sell-Through
- Capturing early signals in the market by analyzing social media, turning millions of pictures (posts, stories) and videos on Instagram into clear insights
- Leveraging AI to create Proactive and Predictive End-to-End Operations

**Amit Arora, CIO – IT, SHR Lifestyles Pvt Ltd**  
**Kuntal Malia, Co-Founder, StyleNook**  
**Ranjan Sharma, CIO, Head of SCM, Captive eCommerce business and QA, Bestseller India**  
**Sriram PH, Co-founder & CEO, Dave.AI**  
**Vikram Idnani, CIO, Reliance Retail**  
**Vishal Kapil, CTO, Leading Fashion Retailer**

**Session Moderator: Pawan Gupta, Co-founder & CEO, Fashinza**

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**15:00 – 15:45**

**PANEL DISCUSSION: Luxury Fashion: Embracing technology but keeping it Luxe!**

The luxury fashion market has evolved exponentially over the past two years of the pandemic. While the market, across the globe, first took a hit due to the ban on international travel, luxury fashion brands were forced to look to the domestic and local markets for revival. But, what the pandemic also altered was the way people shopped. From millennials to Gen-Z, it was e-commerce all the way! And with the metaverse and NFTs coming into the picture, the luxury fashion market seems to be in for an overhaul. So what does 2022 hold for India's luxury fashion segment in terms of: Mobile commerce and the metaverse & NFTs?

**Nitya Arora, Founder, Valliyan**  
**Shuchita Chopra, CBO - Shantanu & Nikhil, Aditya Birla Fashion & Retail**  
**Sharrom Yezdegardi, 3D Business Developer, Country Manager India, Adobe 3D & Immersive**  
**Abhishek Raj, COO, Lacoste India / Sports & Leisure Apparel Ltd**

**Session Moderator: Mevin Murden, Director of Education, Istituto Marangoni Mumbai**

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**15:45 – 16:30**

**PANEL DISCUSSION: MAPPING MARTECH TO THE MARKETING LIFECYCLE: THE NEW GAMECHANGER IN CONSUMER UNDERSTANDING**

The proliferation of capabilities across omnichannel and multichannel trends and technology can make it hard for marketers to understand what is needed and when. One way to make some sense of this is to look at each step in the marketing process (the marketing lifecycle) and map Martech capabilities into the lifecycle based on what marketers are trying to accomplish with each step.

**Key Points:**

- A digital customer profile – Enabling technology to drive customer engagement, retention in a Omni channel world
- Forensic Understanding of the Customer
- Marketing strategy development and planning, content creation, journey activation, post-campaign analysis
- Guided analytics and out-of-the-box reporting
- AI-powered decisions to extend and improve the customer experience beyond marketing
- How do retailers cut through the data silos to provide a seamless customer experience?

- How to balance marketing focus and budgets between user engagement and improving customer lifetime value?

**Amit Sawant, Head - Marketing, Corporate Communications, Fintech Strategy, Future Lifestyle Fashions**

**Ayaan Agnihotri, Head Digital Marketing, Being Human Clothing**

**Navin Joshua, Founder/Director, GreenHonchos**

**Ninad Umargekar, Chief Marketing Officer, J G Hosiery**

**Rohini Haldea, Assistant Vice President – Marketing, Lifestyle International**

**Vivek Sandhwar, Chief Product Officer and Head Marketing & VM, Raymond Apparel Ltd.**

**SESSION MODERATORS:**

**Rachna Prasad, Chief of Marketing, Inside Sales & Alliances, Vinculum**

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**16:30 – 18:30**

**IFF GRAND FINALE: SOLOx**

**Keynote: Dr. Darlie O. Koshy, Educationist, Design Management Strategist , Author & Speaker**

**SOLOx Presenters**

**Deepak Aggarwal, CEO & Founder, Kazo**

**Sanjeev Rao, CEO, Being Human Clothing**

**Rajesh Jain, MD & CEO, Lacoste India - Sports and Leisure Apparel Limited**

**Darpan Kapoor, Vice Chairman / Chairman (Chandigarh Council), Kapsons Global Pvt Ltd / Confederation Of Indian Industry (CII)**

**Jaimin Gupta, Managing Director, Stitched Textiles Pvt. Ltd. (Barcelona Brand)**

**Ashvinder Singh, Managing Director, Uni Style Images Pvt Ltd**

**Nazneen Katrak, Co-founder, Mustang Socks**

**Janvi Tiwari, CEO, SOQO**

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**18:30 – 19:30**

**COCKTAILS**

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**19:30 Onwards**

**IMAGES FASHION AWARDS 2022 - Celebrations & Dinner**

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**PARALLEL SESSION**

**12:00 – 12:45**



## **INFINITE POWER OF GLOBAL D2C OPPORTUNITIES FOR FASHION**

With the demonstrated performance of brands like Shein to create a USD 15 B plus DTC brand from one single D2C website, it opens up a complete possibility of discovering a new way to build D2C brands at global scale. It is not just about building global scale, also scaling within the local markets. The round table will discuss the learning from such case studies and come out with some practical approaches for brands to adopt.

**Harsh Hari Modi, CEO, Mulmul**

**Sandeep Pal, CEO, Tasva**

**Ananya Rajguru, Founder/Creative Director, MISSFIT**

**Sidhant Keshwani, Managing Director, Libas**

**Sumit Agarwal, Founder & Director, FAUSTO**

**Santosh Dubey, Chief of Projects and Head Distribution business, Bestseller**

SESSION MODERATOR: **Ganesh Subramanian, Founder & CEO, Stylumia**

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