



powered by
Lulu MALL
World of Happiness

IMAGES FASHION AWARDS 2019



The 19th edition of India Fashion Forum celebrated the biggest night of the Indian business of fashion felicitating its outstanding achievements in great style at the Images Fashion Awards (IFA 2019) on March 28, 2019 at Hotel Renaissance, in Powai. In an august gathering of India's most prolific luminaries from the fashion retail fraternity, the ceremony recognised the achievements of virtuous fashion brands and retailers across 23 unique categories.

Raymond was the big winner of the day, calling it a night with 3 awards – IMAGES Most Admired Fashion Retailer of The Year: Marketing & Promotion, IMAGES Most Admired Fashion Design Concept of the Year and IMAGES Excellence Awards for Speciality Menswear Brand for its brand Ethnix By Raymond.

Lifestyle also bagged 2 awards – IMAGES Most Admired Tech Implementation of the Year for In-Store Technology and Omnichannel Tech Implementation. Similarly new enterant, Crea also won 2 awards – IMAGES Most Admired Fashion Innovation of the Year for Varaha and IMAGES Most Admired Fashion Solox Speaker of the Year.

Amidst new recognitions, a lot of brands were successful in retaining their titles such as Vero Moda for IMAGES Most Admired Fashion Brand of the Year in Women's Westernwear; Tommy Hilfiger for IMAGES Most Admired Fashion Brand of the Year for Jeans & Casualwear; W for IMAGES Most Admired Fashion Brand of the Year for Women's Indianwear; Bata for IMAGES Most Admired Fashion Brand of the Year for Footwear; and Max Fashion for IMAGES Most Admired Fashion Retailer of the Year for Large Format National MBO Chain.





Nomination Process and The Jury

IMAGES Fashion Awards 2019 annual awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the Non- presentation categories fashion brands and retailers submitted nominations, which was checked by the IFA audit team for eligibility, completeness and data correctness. IFA team of analysts then made a presentation for the IFA prelim jury - with analysis of performance metrics such as growth in points of sale, retail space growth, retail turnover and qualitative factors such as product and marketing innovation, HR practices, among others. IFA jury panel, which comprised of distinguished personalities in the field of research and consulting with thorough insights in to the business, India's top retailers - gave score based on their assessment of the nominees which ultimately decided the winner in each category.

For the Live presentation categories, fashion brands, retailers and tech companies were asked to make live presentations to 'On Ground Jury' comprising retail real estate experts from leading IPCs and retail organisations across formats and verticals. The nominees presented 2-3 minutes AV presentation showing the growth chart, facilities and services provided by them.

IFA Grand Jury panel included Anuj Kejriwal, CEO & MD, ANAROCK Retail Advisors; B S Nagesh, Founder, TRRAIN; Bimal Sharma, Head - Retail, Advisory & Transaction Services, CBRE South Asia; Devangshu Dutta, Chief Executive, Third Eyesight; Harminder Sahni, Founder & MD, Wazir Advisors; Katja Larsen, Head of Sales & Marketing, APAC - Actiforce; Prof. M Annaji Sarma, Chairperson - Dept. of Fashion Management Studies (FMS), NIFT; Prof. (Dr.) Susheel Raturi, FMS, NIFT; Puneet Dudeja, Sales Director, WGSN - South Asia; and Viren Razdan, MD, Brand-nomics.

IFA Tech Awards jury panel included Anil Menon, IT Innovation, Tata Starbucks; Arun Gupta, Managing Partner & Director, Ingenium Advisory; Kiran Komatla, VP - IT, Burger King; Krishna Dhumal, Deputy Director - IT, GJEPC; Meheriar Patel, Group CIO, Jeena & Company; and Rajiv Rajda, CIO, All Time Plastics.

IFA SOLOx Jury had B S Nagesh, Founder, TRRAIN as its jury chair, and the jury panel included stalwarts such as Harminder Sahni, Founder & MD, Wazir Advisors; Prof. Raghuram Jayaraman, Head - Industry & Alumni Affairs, NIFT; Vernon Yeo, Head of Marketing & Branding, Lenzing - AMEA; and Viren Razdan, MD, Brand-nomics.

Supported By



Category Wise Breakdown of IMAGES Fashion Awards 2019

**IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
MEN'S WESTERNWEAR: BLACKBERRYS**



- > 1,150 points-of-sale with Pan India presence.
- > Retail space grew by 22% over previous year
- > Sales turnover grew by 21% over previous year

NOMINEES:

★ Calvin Klein ★ Tommy Hilfiger



Presented by:
Dilip Gianchandani, Country Manager, The Woolmark Company
Received by:
Sandeep Saha, Regional Sales Manager, Blackberrys



Presented By:
B S Nagesh, Founder, TRRAIN
Received by:
Team Vero Moda

**IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
WOMEN'S WESTERNWEAR: VERO MODA**

VERO MODA®

- > 378 points-of-sale with Pan India presence
- > Retail space grew by 9% over previous year
- > Sales turnover grew by 14% over previous year

NOMINEES:

★ Cover Story ★ Madame

**IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
JEANS & CASUALWEAR: TOMMY HILFIGER**

TOMMY HILFIGER

- > 382 points-of-sale with Pan India presence
- > Retail space grew by 8% over previous year
- > Sales turnover grew by 15% over previous year

NOMINEES:

★ Calvin Klein ★ Lee Cooper ★ Only ★ Parx ★ Spykar



Presented by:
B S Nagesh, Founder, TRRAIN
Received by:
Team Tommy Hilfiger



IMAGES MOST ADMIRERED FASHION BRAND OF THE YEAR:
WOMEN'S INDIANWEAR: W



- > 2,553 points-of-sale with Pan India presence
- > Sales turnover grew by 14% over previous year

NOMINEES:

★ Neeru's ★ Shree - The Indian Avatar



Presented by:

Goutam Karmakar, President - Leasing (Commercial, Retail, Residential), M3M India

Received by:

Jayesh Savla, Sales Manager; **Vaidehi Gajiwala**, Asst. Manager; **Kankaiya Metugari**, Sr. Manager; and **Madhu Kannan**, AGM Operations, W



Presented By:

Navin Pandey, Senior Vice President, KW Group

Received By:

Vishal Baria, AGM - Retail Operations, Manyavar

IMAGES MOST ADMIRERED FASHION BRAND OF THE YEAR:
MEN'S INDIANWEAR: MANYAVAR



- > 431 points-of-sale with Pan India presence
- > Retail space grew by 16% over previous year
- > Sales turnover grew by 22% over previous year

NOMINEES:

★ Ethnix by Raymond ★ The Arvind Store

IMAGES MOST ADMIRERED FASHION BRAND OF THE YEAR:
INNERWEAR: VAN HEUSEN INNERWEAR



- > Over 6,800 points-of-sale with Pan India presence
- > Retail space grew by more than 300% over previous year
- > Sales turnover grew by more than 150% over previous year

NOMINEES:

★ Calvin Klein Lingerie
 ★ Calvin Klein Mens Innerwear ★ Clovia



Presented by:

Sabhari Shankar, CEO, Wondersoft

Received by:

Praveen Kumar, ASM, Aditya Birla Fashion & Retail Limited



IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
FOOTWEAR: **BATA**

Bata ▶

- ▶ 4,900 points-of-sale with Pan India presence
- ▶ Retail space grew by 7% over previous year
- ▶ Sales turnover grew by 14% over previous year

NOMINEES:

★ Charles and Keith ★ Metro ★ Puma



Presented by:

Prof. Raghuram Jayaram, Head - Industry & Alumni Affairs, NIFT

Received by:

Ankit R Gulechha, Brand Manager, Kushal's Fashion Jewellery

IMAGES MOST ADMIRER FASHION RETAILER OF THE YEAR:
LARGE FORMAT NATIONAL MBO CHAIN: **MAX FASHION**

max ▶
LOOK GOOD. FEEL GOOD.

- ▶ Currently have 260 stores across 90 cities
- ▶ Retail space grew by 24% over previous year
- ▶ Sales turnover grew by 21% over previous year

NOMINEES:

★ Central ★ Lifestyle



Presented by:

Sabhari Shankar, CEO, Wondersoft

Received by:

Mohan Vijay, West India - Real Estate & BD; **Ankit Vij**, North India - Real Estate & BD; and **Ankur Kohli**, Head - Real Estate & Business Development (South Asia), Bata

IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
FASHION & LIFESTYLE ACCESSORIES:
KUSHAL'S FASHION JEWELLERY

Kushal's
fashion jewellery

- ▶ Currently have 27 stores
- ▶ Retail space grew by 51% over previous year
- ▶ Sales turnover grew by 35% over previous year

NOMINEES:

★ Ayesha ★ Daniel Wellington ★ Shingora



Presented By:

Dr. Sushil Raturi, Professor, NIFT Mumbai

Received By:

Shital Mehta, CEO & Executive Director; **Sandeep Narain**, SVP - Retail Operations & VM; and **Sumit Ghildiyal**, VP - Business Development, Max Fashion

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: LARGE FORMAT REGIONAL MBO CHAIN 1-INDIA FAMILY MART & STYLE BAAZAR

Presented By: Prof. Raghuram Jayaram, Head - Industry & Alumni Affairs, NIFT



- > Currently have 80 stores located in Uttar Pradesh, Bihar & Uttarakhand
- > Retail space grew by more than 100% over previous year
- > Sales turnover grew by 81% over previous year

- > Currently have 63 stores located in East India
- > Retail space grew by more than 100% over previous year
- > Sales turnover grew by over 10% over previous year



Received By:
J P Shukla, CEO, 1-India Family Mart



Received By:
Shreyans Surana, Director; Rohit Kedia, Director; Rajendra Surana, Director; Rajendra Gupta, Director; Bhagwan Prasad, Director; Pradeep Agarwal, Avishek Prasad, Business Head - General Merchandise; and Ranjika Gupta, Business Head, Style Baazar

NOMINEES: ★ Citykart ★ Neeru's

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: MARKETING & PROMOTION:

Presented by: Shereef K K, Deputy Mall Manager; and Vinay Kailaht, Asst. Manager - Leasing, Lulu Mall Thiruvananthapuram



Awardee: **RAYMOND #WINNINGINMANYINDIA**

Received by:
Vibha Shetty, Assistant Manager - Category Marketing (Textile); Mohit Dhanjal, Director - Retail; Preeti Chopra, Head Business Development; and Vikas Bissa, Head Marketing - Retail, Raymond



Runner Up: **PUMA one8 launch**

Received by: Debosmita Majumder, Head Marketing, Puma India

NOMINEES: ★ Blackberrys ★ Central ★ Daniel Wellington ★ Max Fashion ★ Raymond Fine Fabrics ★ Spykar ★ United Colors of Benetton ★ W



Presented by:
Ajay Chugh, Vice President - Leasing, Home & Soul
Received on behalf of V-Mart

IMAGES MOST ADMIRABLE AFFORDABLE FASHION RETAILER OF THE YEAR: **V-MART**



- > Currently have 200 stores located in across India
- > Retail space grew by 19% over previous year
- > Sales turnover grew 18% over previous year

NOMINEES:

- ★ Citykart ★ Easybuy ★ KLM Fashion Mall
- ★ V- Bazaar

IMAGES MOST ADMIRABLE BRAND LAUNCH OF THE YEAR: **ANCESTRY**



Retold the Indian craft stories with a distinctly contemporary product and retail experience, this 10 month and 5 stores young emerging brand has already found favour with more than a million audience, numerous celebrities, influencers, media and its clientele. Ancestry has succeeded in crafting a niche for itself, in a highly competitive market, organically and profitably, in a short span of time.



Presented by:
Prof. Annaji Sarma, Chairman - FMS, NIFT
Received by:
Ritesh Mankoji, Team Member, Future Style Lab

IMAGES MOST ADMIRABLE STORE LAUNCH OF THE YEAR: **PARK AVENUE, CONNAUGHT PLACE, NEW DELHI**



Created an effective 360 degree lifestyle experience store for the young(er) shoppers, it reflected the brand's youthful imagery and efficient tech-enable convenience that offered function and innovation. The result was-

- > 300+ traffic/MIV of over 50L
- > 14% lower capex as compared to retail standard
- > +20% higher PSFPD and ease of browsing with clear indication of categories



Presented By:
Prof. Annaji Sarma, Chairman - FMS, NIFT
Received By:
Sharad Walia, Brand Director, Park Avenue; and **Sanjeev Rao**,
Director - Sales & Business Development, Raymond

NOMINEES: ★ Bath and Body Works ★ Central ★ Metro Central Kolkata ★ Daniel Wellington ★ Horniman Circle Fort Mumbai ★ Max Fashion ★ Neeru's ★ Banjara Hills, Hyderabad



IMAGES MOST ADMIRER FASHION DESIGN CONCEPT OF THE YEAR:

Presented by: **Abhijith R**, Leasing Head, Lulu Mall Bengaluru & **Vishal Rana**, Leasing, Lulu Mall Lucknow

ethnix
by Raymond

ancestry
STORIES RETOLD



Awardee: **ETHNIX BY RAYMOND**
Received by: Team Ethnix By Raymond

Runner Up: **ANCESTRY**
Received by: Ritesh Mankoji, Team Member, Future Style Lab

NOMINEES: ★ Daniel Wellington ★ Lifestyle - SS18 ★ Cosmetics window display ★ Lifestyle - AW18
★ Handbags window display ★ Madame ★ Neeru's ★ W



IMAGES MOST ADMIRER FASHION INNOVATION OF THE YEAR:

Presented By: **Surendra Nayak**, Head - Sales & Marketing, Logic ERP; and **Nakul Tandon**, Regional Head - Sales & Marketing, Logic ERP

crea
INDIA | AUSTRALIA | UAE

easybuy
super style. super price.



Awardee: **VARAHA**
Received By:
Praveen Premkumar, Director, Crea India

Runner Up: **EASYBUY**
Received by:
Rajesh Sethuraman, Head - Marketing, Easybuy



Presented By:
Surabhi Khosla, Managing Editor, Images Business of Fashion;
Santosh Menezes, COO - Fashion; and **Suvir Jaggi**, Vice President,
 IMAGES Group
 Received By:
Team Ethnix By Raymond

***IMAGES EXCELLENCE AWARDS FOR SPECIALITY MENSWEAR
 BRAND: ETHNIX BY RAYMOND**

ethnix
 by **RAYMOND**

- > Sustaining artisan communities with sustainable orders from large business houses/corporates
- > Hand spinners of rural communities of women who spin on Kisan Charkha to make hand woven yarn for weavers to weave this yarn into fabric and women embroiderers who embellish the fabric to handcraft an exclusive piece of Kurta /Sherwani/Shirt/Khes
- > Core product development philosophy is where is it visible that 'ethnix by raymond' as brand is moving towards sustainability which not only is highly appreciated by industry experts but also our own customers
- > Present in 350+ stores across channels in India

***IMAGES EXCELLENCE AWARDS FOR SPORTS
 LIFESTYLE: PUMA**



- > 3,500 points-of-sale with Pan India presence
- > Retail space grew by 25% over previous year
- > Sales turnover grew by 12% over previous year



Presented by:
Surabhi Khosla, Managing Editor, Images Business of Fashion;
Santosh Menezes, COO - Fashion; and **Suvir Jaggi**, Vice President,
 IMAGES Group
 Received by:
Madhusudhan, Exe. Customer Experience; **Udhaya Kumar**, Manager
 Customer Experience; and **Saisree**, Exe. Customer Experience,
 Tanishq



Presented by:
Surabhi Khosla, Managing Editor, Images Business of Fashion; **Santosh Menezes**, COO - Fashion; and **Suvir Jaggi**, Vice President, IMAGES Group
 Received by:
Debosmita Mazumder, Head Marketing, Puma India & Team

***IMAGES EXCELLENCE AWARDS FOR JEWELLERY RETAIL:
 TANISHQ**

TANISHQ

- > 276 points-of-sale with Pan India presence
- > Retail space grew by 11% over previous year
- > Sales turnover grew by 21% over previous year

***NOMINEES:** *aLL *Baazar Kolkata *Corporate Style - By Raymond *Home Centre *KLM Fashion Mall *Mustong *Shaze



IMAGES MOST ADMIRERD TECH IMPLEMENTATION OF THE YEAR: IN-STORE TECHNOLOGY:

Presented by: **Arun Gupta**, Managing Partner & Director, Ingenium Advisory; and **Meheriar Patel**, Group CIO, Jeena & Company



Awardee: **LIFESTYLE**
Received by:
Alisagar Panjwani, DGM IT, Lifestyle



Runner Up: **OMUNI**
Received by:
Gerard Khan, Partnerships, Arvind Internet



Received By:
Chandra Shekhar, Vice President - CRM & Solutions, Mobiquest

IMAGES MOST ADMIRERD TECH IMPLEMENTATION OF THE YEAR: LOYALTY PROGRAMME: **MOBIQUEST**



m'loyal™ by Mobiquest is a comprehensive SaaS based loyalty marketing business platform that integrates with business POS and other social, web and mobile channels to capture customers, cluster them based on purchase, frequency, product category usage and drive analytics based campaigns that result in much higher ROI on the marketing expense of the brand.

IMAGES MOST ADMIRERD TECH IMPLEMENTATION OF THE YEAR: OMNICHANNEL TECH IMPLEMENTATION: **LIFESTYLE**



Through omnichannel tech implementation at stores, Lifestyle is ensuring a seamless and frictionless shopping experience with features like Click & Collect, Return to Store, Omni Call Centre & Helpdesk and HC Furniture for single inventory and omni delivery management.



Received by:
Alisagar Panjwani, DGM IT, Lifestyle

NOMINEES: ★ Ciphercode ★ Delopt ★ Pal Departmental Store



Presented By:
Ajay Chugh, Vice President - Leasing, Home & Soul
Received By:
Arvind Saraff, Founder, Wishbook

IMAGES MOST ADMIRED FASHION STARTUP OF THE YEAR: **WISHBOOK**



Wishbook is India's first mobile B2B market network for apparel & fashion, where manufacturer can upload their catalogs and retailers can transact purchase from them.

- > Offers a 360 degree platform with marketplace & SaaS to manage channel sales & credit
- > 1,000+ active sellers covering top brands in Surat and Ahmedabad
- > Offer more than 40,000 new styles in the catalog
- > Repeat buyers pan India with an annual GMV Rs. 7 crore

NOMINEES:

★ Fabulyst ★ Fashionnex ★ Ruosh ★ Rust Orange ★ Truffle Collection



IMAGES MOST ADMIRED FASHION SOLOX SPEAKER OF THE YEAR:

Presented by: **Vernon Yeo**, Marketing Head, Lenzing



Awardee: **DEBOSMITA MAJUMDER, HEAD MARKETING, PUMA INDIA**



1st Runner Up:
PRAVEEN PREMKUMAR, DIRECTOR, CREA INDIA



2nd Runner Up:
VINEESH CHADHA, CO-FOUNDER, TURMS