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RETAIL DESTINATIONS



# THE 7TH ANNUAL LYCRA<sup>®</sup> IMAGES FASHION AWARDS

# HALL OF WINNERS

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**Hall of Fame**

Most Admired Brand of the Year  
**SMART CASUALS: BENETTON**



There was a lot for Benetton to cheer this year. An ecstatic Gagan Singh (in saree), MD, Benetton India led her team to take the Oscar of the Indian branded fashion industry from Franz Heckmans, MD, Ansorg. During the course of the colourful evening, the Benetton group charged up the stage once more to pick up another trophy.

Allen Solly



Wills Lifestyle



Colorplus



Parx



Dockers



**Hall of Fame**



Park Avenue



Arrow



Zodiac



Van Heusen



Blackberrys

Most Admired Brand of the Year  
**FORMALWEAR: LOUIS PHILIPPE**



This is the first LIFA trophy for Louis Philippe from the house of Madura Garments. Other brands from the group have been getting LIFA for various categories, although Louis Philippe has earlier made it to the Hall of Fame. Darlie O' Koshy (extreme left), director, NID, presented the trophy to a jubilant Shoaib M Farooqi, COO, retail & international operations, Madura Garments, and Rishi Vasudev, astt. brand head, Louis Philippe.



## Hall of Fame

### Most Admired Brand of the Year SPORTSWEAR: **REEBOK**



Klaus N Hang, editor & publisher, *Sportswear International* handed over the prestigious trophy to Subhinder Singh Prem (holding trophy), MD, Reebok India and team. Reebok had won the LIFA in 2005 in the activewear category; in the following two years it emerged as the Most Admired Footwear Brand and the Most Innovative Lycra Brand.

Nike



Adidas



Puma



Lotto



New Balance



## Hall of Fame

### Most Admired Brand of the Year CLUBWEAR: **PROVOGUE**



Zod



Wills  
Clublife



Stanza



Tuscan  
Verve



Nikhil Chaturvedi and Salil Chaturvedi, directors, Provoogue, receive the award from Bill D' Arienzo, CEO, WDA, Brand Marketing Solutions, USA. The first LIFA in Provoogue's tally came for being the Most Outstanding (Apparel) Product Launch of the Year in 2000. In 2002 the brand emerged as the Most Admired Exclusive Brand Retail Chain of the Year. In 2005 Provoogue was adjudged the Most Admired Fashion Forward Brand.

**Hall of Fame**

Most Admired Brand of the Year  
**JEANSWEAR: LEVI'S**



Carol Williams, president, May Co Int, USA, strikes a pose for the cameras with Bhaskar Kelkar, retail director, and the Levi's team. For Levi's this is the fourth consecutive year that it has bagged the LIFA for being the Most Admired Jeanswear Brand. In spite of many strong contenders in this category, Levi's has been able to maintain its position since 2003.

Allen Solly



Wills Lifestyle



Colorplus



Parx



Dockers



**Hall of Fame**

Most Admired Brand of the Year  
**FOOTWEAR: BATA**



Reebok



Liberty



Nike



Adidas



Pradeep Bhandari (extreme right), group president, Raymond gave away the award to E Tonolli, senior vice president, Bata India and VR Kesavan, retail manager, flagship/city, Bata India. For Bata this is the fourth LIFA trophy. The footwear category was added in LIFA in 2003 and Bata bagged it then, subsequently maintaining its position as the Most Admired Footwear Brand by winning the LIFA '04 and LIFA '05 consecutively.

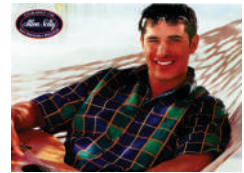


**Hall of Fame**

Louis Philippe



Allen Solly



Peter England



Park Avenue



Arrow



**Most Admired Brand of the Year  
SHIRTS: VAN HEUSEN**



Eric Mair, MD, Visplay, gave away the coveted award to Shoaib M Farooqi, COO, retail & international markets, Madura Garments, and its brand director Shital Mehta. The rest of the team also walked up to the stage. Van Heusen is emerging as a promising lifestyle brand. Last year, it bagged the LIFA for being the Most Admired Trousler Brand of the Year and this year the shirts have done the label proud.

**Hall of Fame**



Zod!



Wills Clublife



Stanza



Tuscan Verve

**Most Admired Brand of the Year  
TROUSERS: BLACKBERRYS**



Anuj Puri, MD Tramellcrow Meghraj looks on (extreme left) as a beaming Nikhil Mohan, CEO, Blackberrys with team received the trophy. A first timer at LIFA '07, Blackberrys has been in the Hall of Fame for this category for three consecutive years.

**Hall of Fame**

Most Admired Brand of the Year  
WOMENSWEAR: **ALLEN SOLLY**



For Madura Garments, the evening could not have got better. Shoaib M Farooqi, COO, retail & international markets walked up to the stage again along with Vishal Mirchandani, brand director, Allen Solly, and the team to receive the award. This year Allen Solly seized from Benetton this slot while Benetton took its position in smart casuals.

Benetton



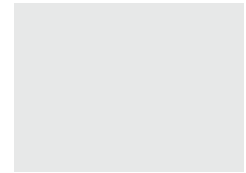
W



Wills Lifestyle



Biba



Scullers



**Hall of Fame**

Most Admired Brand of the Year  
KIDSWEAR: **GINI & JONY**



Barbie



Benetton



Lilliput



Ruff Kids



Quiz master Derek O' Brien gave away the cherished trophy to Sudheendre Hayagreev, head, marketing & business development, and team. This is the fifth consecutive year that Gini & Jony has walked away with the LIFA in the category.



**Hall of Fame**

Most Admired Brand of the Year  
**TIMEWEAR: TITAN**



Titan has been the timewear titan since the initiation of this category in LIFA. This was its sixth consecutive LIFA. The award was presented by Raman Mangolkar, principal, AT Kearny to Dhruv Bogra, head retailing, Titan Industries, and team.

Timex



Swatch



Citizen



Giordano



HMT



**Hall of Fame**



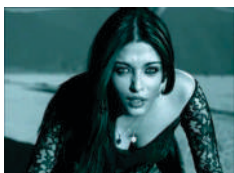
D'damas



Orra



Nirvana



Nakshatra



Adora

Most Admired Brand of the Year  
**JEWELLERY: TANISHQ**



Like Titan, Tanishq has also maintained its position as the Most Admired Jewellery Brand for the last five years. Actor Pooja Bhatt (extreme left) and Himanshu Kotecha, MD, Baccarose, gave away the trophy to Dhruv Bogra, head retailing, Titan Industries and team.

Most Admired Brand of the Year  
**HOME FASHION: BOMBAY DYEING**



This category was introduced last year and Bombay Dyeing has managed to beat other nominees. Actor Irfan Khan and Catherine Dixon, Senior Analyst, GDR, Creative Intelligence, UK, hands over the trophy to Mary Mathew, manager-leasing, Bombay Dyeing.

Hall of Fame

Seasons



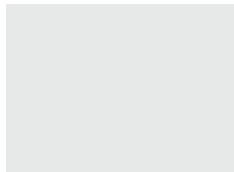
Portico



Spaces

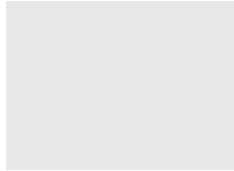


Hall of Fame

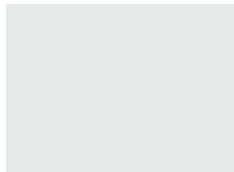


Ajile from  
Pantaloons

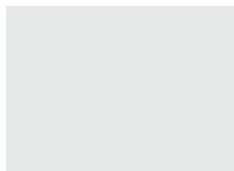
Most Admired Brand of the Year  
**PRIVATE LABEL: JOHN MILLER** from Pantaloons



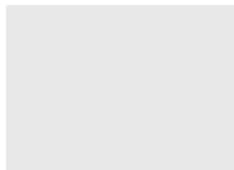
Stop from  
Shoppers' Stop



Annabelle from  
Pantaloons



I from  
Shoppers' Stop



Bare from  
Pantaloons

The private label category in LIFA was introduced in 2005. Bare from Pantaloons Retail won it then and now John Miller, again from the same company, has bagged the much treasured trophy. Actor Kitu Gidwani (extreme left) and Jeffery Doltis (extreme right), MD, Savile Row, gave away the award to Nikhil Chandra, chief-category management, PRIL.



**Hall of Fame**

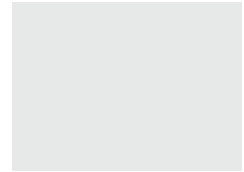
V Dot



Van Heusen Woman



Charlie Outlaw



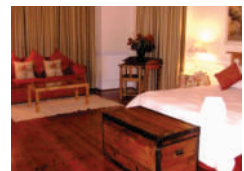
Xylys



Mother Care



Carmichael House



**MOST ADMIRED BRAND LAUNCH OF THE YEAR  
SISLEY**



The choice was not easy for more than a handful of brands were vying for the Brand Launch of the Year category. Sisley outdid all. An almost four decade old brand from the house of Benetton, Sisley came in India last October and has since created a niche for itself, emerging as the most admired brand in this category. Gagan Singh, MD, Benetton India and team received the trophy from Satish Khurana, regional director, South-Asia, Invista.

**Hall of Fame**



John Players



Reebok



Satya Paul



Louis Philippe



Benetton

**Most Dynamic Brand of the Year  
KOUTONS**



The LIFA for Most Dynamic Brand of the Year was meant for a brand which has seen tremendous growth in a year. Koutons in that case almost saw three-fold growth in its turnover, growing from Rs 57.94 crore in FY 2004-05 to Rs 158.34 crore in FY 2005-06. Francesca Grottini, director, Grottini and Nicola Evoli, chief information officer, Grottini, handed over the trophy to a joyous team led by DPS Kohli, chairman, Koutons and HS Sidhu, executive vice president.

**Hall of Fame**

**Most Admired Fashion Campaign of the Year  
JOHN PLAYERS**



The most admired fashion campaign was adjudged on the basis of various parameters including branding, innovative thought, campaign's effectiveness as also the clarity in communication. An edgy campaign with a rocking star like Hrithik Roshan, John Players easily beat all competition to bag this award. The high powered jury comprised creative heads, advertising and marketing experts along with communication professionals. Meg Lustman, strategy & development director, Mosaic Fashions, handed over the trophy to Indraneel Basu, regional manager-west, ITC Ltd-Lifestyle Retailing Business Division.

Parx



Titan Raga



Park Avenue



Provogue



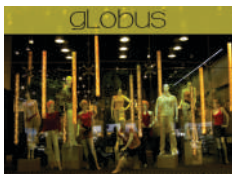
**Hall of Fame**

**Most Admired Fashion Retailer (Fashion & Lifestyle Store)  
of the Year: SHOPPERS' STOP**

Lifestyle



Globus



Pantaloons



Westside



There are no stops for this fashion retailer. Shoppers' has won the Most Admired Apparel Retailer, then the Most Admired Large Format Retail Chain and the Most Preferred Retail Chain as also the Most Admired Shopping Destination of the Year. This year it bagged the LIFA trophy for being the Most Admired Fashion Retailer of the Year. Manish Kalani, MD, EWDPL, handed over the trophy to Govind Shrikhande, CEO, Shoppers' Stop.



Fashion Brand Professional of the Year  
**SANJEEV MOHANTY, DIRECTOR SALES & MARKETING, BENETTON INDIA**



Sanjeev Mohanty, director – sales and marketing, Benetton has been instrumental in Benetton's growth over the last two years. The brand has over the past two years seen over 51 per cent growth in like to like business. Under Mohanty's leadership, the group's portfolio increased from Rs 60 crore to Rs 150 crore. He created a new dimension for retail footprint, enacted the large format story, added colours to the world of kids, launched a unique loyalty programme and created an industry benchmark for visual merchandising.

Most Innovative Lycra® Brand of the Year  
**PARK AVENUE**



Park Avenue from the house of Raymond has never walked away from a LIFA sans the trophy. In 2006 and 2005 it was declared the Most Admired Formalwear Brand while in 2004, 2003 and 2002 it retained its position as the Most Admired Suit Brand of the Year. In the first Images Fashion Awards, Park Avenue was adjudged the Most Admired Trousers Brand of the Year. Invista's Jon Penrice, executive vice president, apparel marketing, and Max Wiesendanger, executive vice president, apparels, handed over the trophy to Shreyas Joshi, president, group-apparel, Raymond and team.

Retailer of the Year: **KISHORE BIYANI**



More action than words, Kishore Biyani has kept up a scorching pace of growth, each step avidly watched by the industry. This was another feather in Biyani's cap after being honoured as the International Retailer of the Year award by the American retail industry. In 2002 he was awarded the Most Admired Retail Professional of the Year while in 2004 and 2005 he was adjudged as Visionary of the Year and Retail Visionary of the year, respectively. In 2006, Biyani received LIFA for Excellence in the Business of Fashion.

**Hall of Fame**



Raymond Apparel Ltd



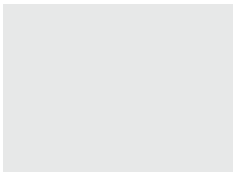
Arvind Brands Ltd



Pantaloon Retail India Ltd



Titan Industries



ITC-LRBD

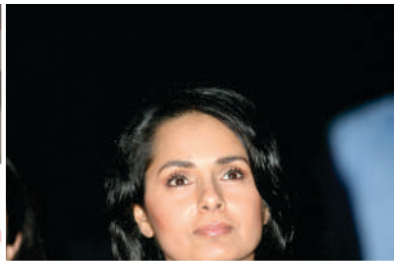
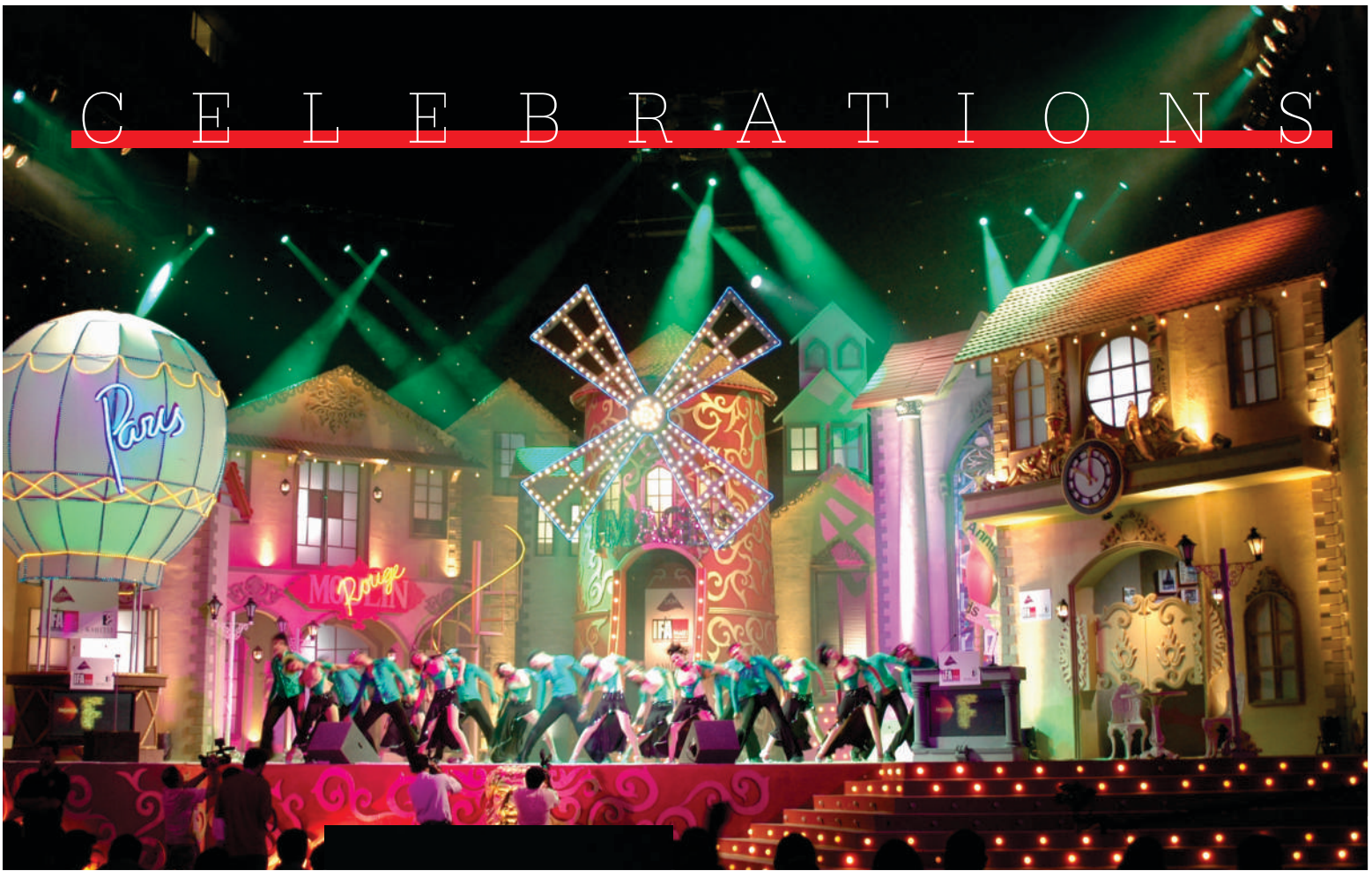
Most Admired Fashion Company of the Year  
**MADURA GARMENTS**



The first ever LIFA for the Most Admired Fashion Company went to Madura Garments in 2000. In LIFA '02 Madura again bagged the same award. Barring the 2003 edition, Madura Garments has managed to outshine the other nominees, rest all LIFA's for this category have been won by Madura.



# C E L E B R A T I O N S







# SHINING THROUGH

