



# IMAGES FASHION AWARDS 2014

## INDIA'S MOST ADMIRED FASHION BRANDS, RETAILERS & DESIGN CONCEPTS FELICITATED AT IFA '14

IMAGES Fashion Awards 2014 recognised outstanding achievers in the business of fashion in India for their performance in the calendar year 2013. Held at the Bombay Exhibition Centre in Mumbai, the ceremony to honour the achievements of India's leading fashion brands and retailers kicked off with a high-voltage entertainment sequence by Jack & Jones 'All Starr Jamm', which was a multi-artist jamming session with Shibani Kashyap, Shalmali Kholgade, Aditya Narayan, and Swaroop Khan. Show emcees were – Manasi Scott & Tunvey Gogia. Manasi also rocked the show with rendition of Skyfall which was ably complemented by Fictitious Group, who performed a high-energy dance featuring the dynamic Skechers brand.



IMAGES MOST ADMIRERD  
FASHION BRAND OF THE YEAR: **MENSWEAR**

**UNITED COLORS OF BENETTON**

- Total number of sales point grew 29% over the previous year
- Total retail space grew by 23% over the previous year
- Total annual sales turnover of brand grew by 45% over the previous year

Received By:  
**Sundeep Chugh**, Commercial Director, Benetton India

Presented By:  
**Yogeshwar Sharma**, COO, Select Citywalk



*United Colors of Benetton*

IMAGES MOST ADMIRERD  
FASHION BRAND OF THE YEAR: **WOMENS WESTERWEAR**

**VERO MODA**

- Total number of sales point grew 67% over the previous year
- Total retail space grew by 43% over the previous year
- Total annual sales turnover of brand grew by 60% over the previous year

Received By:  
**Vineet Gautam**, Country Head, Bestseller India

Presented By:  
**Dr Marc Liewehr**, DFV, Germany



*Vero Moda*

IMAGES MOST ADMIRERD  
FASHION BRAND OF THE YEAR: **KIDSWEAR**

**UNITED COLORS OF BENETTON**

- Innovative advertising campaigns & dedicated visual merchandising at the retail space acted as a treat for the customer.
- Total annual sales turnover of brand grew by 45% over the previous year

Received By:  
**Sundeep Chugh**, Commercial Director, Benetton India

Presented By:  
**Devika Bhat**, The Woolmark Company



*United Colors of Benetton*



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

**TOMMY HILFIGER**

- Total number of sales point grew 11% over the previous year
- Total retail space grew by 11% over the previous year
- Total annual sales turnover of brand grew by 33% over the previous year

Received By:  
**Shailesh Chaturvedi**, CEO, Tommy Hilfiger (India) and Team

Presented By:  
**Kishore Bhatija**, MD & CEO, Inorbit Mall



IMAGES MOST ADMIRER  
FASHION BRAND OF THE YEAR:  
ACTIVE SPORTSWEAR

**PUMA**

- Total number of sales point grew 16% over the previous year
- Total retail space grew by 20% over the previous year
- Total annual sales turnover of brand grew by 38% over the previous year

Received By:  
**Abhishek Ganguly**, Executive Director, Puma (India)

Presented By:  
**Ram Sareen**, Head Coach & Founder, Tukatech

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

**BIBA**

- Total number of sales point grew 21% over the previous year
- Total retail space grew by 55% over the previous year
- Total annual sales turnover of brand grew by 31% over the previous year

Received By:  
**Siddharath Bindra**, Managing Director, BIBA

Presented By:  
**Holger Knapp**, DFV, Germany



**IMAGES MOST ADMIRER  
FASHION BRAND OF THE YEAR:  
NEW LAUNCH**

**SIN**

- The brand was launched in Milan, Italy with more than 150 premium retailers from the Southern and North Eastern states.
- Designs and washes are developed by the leading fashion house 'Studio Moda Creativa' based in the fashion capital of the world, Milan – Italy.

Received By:  
**Vijaylaxmi Poddar**, MD, Clothing Culture & Team

Presented By:  
**Simonetta Bartolomei**, Embassy of Italy



*Sin*

**IMAGES MOST ADMIRER  
FASHION RETAILER OF THE YEAR:  
PRIVATE LABEL**

**RELIANCE TRENDS**

- Total retail space for fashion & lifestyle category grew by 17 % over the previous year.
- Total retail space for private labels in fashion & lifestyle category grew by 36 % over the previous year.
- Total annual sales turnover from fashion & lifestyle category grew by 55 % over the previous year.

Received By:  
**Akhilesh Prasad** CEO, Reliance Trends &  
**Vineet Nair**, CMO, Reliance Trends

Presented By:  
**Kishore Bhatija**, MD & CEO, Inorbit Mall



*Reliance Trends*

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

**LIFESTYLE**

Received By:  
**Vivek Thilakan**, Asst. Vice President - Operations (West) and **Sanjeev Gera**- Business Manager, Lifestyle International Pvt Ltd.

**RELIANCE TRENDS**

Received By:  
**Akhilesh Prasad** CEO, Reliance Trends

Both Awards Presented By:  
**Manohar Samuel**, President-Marketing  
Birla Cellulose



*Lifestyle & Reliance Trends*



IMAGES MOST ADMIRER FASHION DESIGN CONCEPT OF THE YEAR

MOST ADMIRER  
DESIGN CONCEPT OF THE YEAR:  
OUTSTANDING CONCEPTS ACROSS  
ALL CATEGORIES

**UCB-100% BENETTON**

For consistency in concept execution & delivering exceptional business results

*Received By:*

**Sundeep Chugh**, Commercial Director, Benetton India



*UCB*



*Levi's*

MOST ADMIRER  
DESIGN CONCEPT OF THE YEAR:  
JEANSWEAR WOMEN

**LEVI'S - REVEL**

For blending technology & styling to deliver exceptional fashion, comfort & fit for women

*Received By:*

**Nihal Rajan**, Design Lead, Levi's (India)



*Peter England*

MOST ADMIRER  
DESIGN CONCEPT OF THE YEAR:  
JEANSWEAR MEN

**PETER ENGLAND - OXYGEANS**

For water saving, stain resistant & easy wash jeans

*Received By:*

**Akhil Gupta and Maqbul Shaik**, Peter England Design team

MOST ADMIRED  
DESIGN CONCEPT OF THE YEAR:  
MENSWEAR

**PARK AVENUE - ZERO GRAVITY**

For blending technology & styling to deliver  
exceptional fashion, comfort  
& fit for men

*Received By:*

**Pawan Thukral**, Deputy Manager-Marketing, &  
**Santosh Pandey**, Deputy Manager-Design, Park Avenue



*Park Avenue*

MOST ADMIRED  
DESIGN CONCEPT OF THE YEAR:  
MENSWEAR

**INDIGO NATION - SUBJECT TO CHANGE**

For attitude concept implementation across  
four genres - work, casual, club & street

*Received By:*

**Shibani Mishra**, Chief - Marketing, Indus League



*Indigo Nation*

MOST ADMIRED  
DESIGN CONCEPT OF THE YEAR:  
WOMENSWEAR WESTERN

**RIG LADIES - BLOOMING BACKWOODS**

For oriental fashion inspired from different  
shades of nature to create a softer and  
sophisticated adventure clothing

*Received By:*

**Krishna Thingbaijam**, Head of Design,  
Future Lifestyle Fashion



*Rig Ladies*



MOST ADMIRED  
DESIGN CONCEPT OF THE YEAR:  
KIDSWEAR

**PINK & BLUE - RED, BLUE, WHITE**

For concept execution & delivering  
exceptional business results

*Received By:*  
**Krishna Thingbaijam**, Head of Design, Future  
Lifestyle Fashion & Team



MOST ADMIRED  
DESIGN CONCEPT OF THE YEAR:  
**WONDERWEAR**

**ARROW - SUPERLUXE**

For the stitchless shirt

*Presented By:*  
**Vishal Mirchandani**, CEO, Brigade Enterprises and **R S Roy**, Editorial Director, Images Group

MOST ADMIRED  
DESIGN CONCEPT OF THE YEAR:  
**WOMENSWEAR INDIAN**

**SHOPPERS STOP - HAUTE CARRY**

For a sassy fusion look for a brazen diva!

## IFA FASHION FORWARD LEAGUE HONOURS

'IFA Fashion Forward League' is a path breaking initiative to recognise and nurture the country's most dynamic and progressive fashion retailers! India's top 20 fashion companies, including Madura Fashion & Lifestyle, Arvind Brands, Raymond Apparel and 30 leading brands, nominated India's most progressive fashion retailers across four regions, and these retailers were inducted to 'IFA Fashion Forward League.' The night saw 23 inductions!



*Presented By:*  
**Amitabh Taneja**, Chief Convenor, India Fashion Forum  
and CMD, Images Group  
**Vijaylaxmi Poddar**, MD, Clothing Culture,  
**Vineet Gautam**, Country Head, Bestseller India,  
**Rachna Aggarwal**, CEO, Indus League Clothing,  
**Shailesh Chaturvedi**, CEO, Tommy Hilfiger, India,  
**Abhishek Ganguly**, Executive Director, Puma

*Received By:*

Avneesh Mishra, **Ethix Clothing, Pune**  
Darpan Kapoor, **Kapsons, Chandigarh**  
Deepak Aswani, **My Kingdom, Cochin**  
Dharmesh Patel, **Options, Mumbai**  
Gurpreet Singh, **No Exit, Amritsar**  
Harish Kumar, **Neerus, Hyderabad**  
Jitendra Chauhan, **Jade Blue, Ahmedabad**  
Ketan Pische, **PN Rao, Bengaluru**  
Manohar Chatlani, **MD Retail LLP, Bengaluru**  
Vijay P Varmaa, **Samarth Lifestyle, Jaipur**  
Mayur Gosalia, **Big G, Goa**  
Rajesh Jaju, **Basics, Delhi**  
Rishab Soni, **SSIPL, Delhi**  
Sanjay Sahni, **Biglife RW, Delhi**  
Sandeep Kohli, **Kohli Brothers, Lucknow**  
Shamsher Singh Hura, **All That Jazz, Bhubaneswar**  
Sunny Bharani, **Blue Club, Rajkot**  
Swastika Jalan, **Sohum Shoppe, Guwahati**  
Swarup Chandrashekar, **Deepam Silk Retail, Bengaluru**  
Wasim Gori, **Pakiza, Indore**  
Kalyan Annam, **Kalamandir, Hyderabad**  
**Shree Shivam, Raipur**  
**Snowwhite, Delhi**

## RELIANCE TRENDS PERFORMANCE AWARDS



Reliance Trends, one of India's largest & fastest growing fashion destination presented the 'Reliance Trends Performance Awards' to 7 of its key national partners which were instrumental in Reliance Trends fabulous growth.



Best Performing Partner:

**WOMENSWEAR: DEAL**

*Received By: Sameer Patel, Vinod Patel, Apeksha Patel, Sanjay Aswani*



Best Performing Partner:

**KIDSWEAR: 612 IVY LEAGUE**

*Received By: Manu Indrayan, Mohita Indrayan*



Best Performing Partner:

**OPERATIONAL EXCELLENCE: 109°F**

*Received By: Rahul Goenka, Rahul Mehta, Radeesh Kagzi, Sailesh Soni*



Best Performing Partner:

**STRATEGIC PARTNERSHIP:  
FUTURE LIFESTYLE FASHIONS LTD.**

*Received By: Rachna Aggarwal, Mukesh Udaya, Gunjan Verma*



Best Performing Partner:

**EMERGING BRAND: CRIMSOUNE CLUB**

*Received By: Vivek Aggarwal*



Best Performing Partner:

**EMERGING BRAND (NON-APPAREL): PORTICO**

*Received By: Kiran Randive*



Best Performing Partner:

**MENSWEAR: OXEMBERG**

*Received By: Albert Pinto*

*Presented by:*  
**Akhilesh Prasad, CEO,**  
**Vineet Nair CMO,**  
**Deepak Sonthalia,**  
 Head, External Brands  
**Karan Singh,**  
 Chief Manager  
**Gunjan Verma,**  
 Chief Manager



## THE BIRLA CELLULOSE EXCELLENCE AWARDS

made naturally chic by



**Birla Cellulose**  
Fibres from nature

To celebrate and acknowledge the contribution of its key partners across the value chain for having contributed in growing the cellulosic fibers category in the country, Birla Cellulose initiated and presented a unique category of awards – the 'Birla Cellulose Excellence Awards.' FIVE Birla Cellulose Excellence Awards were presented to five enterprises who symbolised optimal value creation in the yarn to fashion creation business.



VSF Knitting (domestic): **SUDITI**

Received By: **Chinraj**, President, Suditi  
Presented By: **Manohar Samuel**



VSF Knitting (international): **MERCURY**

Received By: **Rahul Sachdeva**, MD, Mercury  
Presented By: **Manohar Samuel**



Suiting Fabric Manufacturer: **SIYARAMS**

Received By:  
**Manesh Mirani**, Vice President-Sales & Marketing, Siyarams Suiting  
Presented By: **Sushil Hada**



Women's Fabric Manufacturer: **BRFL**

Received By: **Sanjay Biyani**, CEO, BRFL  
Presented By: **Amrish Shahi**



Fashion Retailing: **GLOBAL DESI**

Received By: **Sangita Rohira**, CEO, Global Desi  
Presented By: **Ritesh Khandelwal**