



IMAGES FASHION AWARDS 2015



Presented by Snapdeal, the 15th 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 2015) on 19th March 2015 at the Bombay Convention and Exhibition Centre. The awards were hosted by Bollywood actress Neha Dhupia.

The awards presentation was kicked off with Kunal Bahl, CEO and Founder, Snapdeal presenting 12 honours to its channel partners and brand partners for their contribution in making Snapdeal one of India's most iconic and successful online fashion retailers. The lead presentation ceremony of the IFAs began with the presentation of two titles in the westernwear categories. While Allen Solly won it in the menswear segment, Vero Moda retained the title for the second consecutive year in the womenswear segment.

Benetton, Tommy Hilfiger and Puma are three global brands that have become IFA serial winners. This year again these three brands – Benetton in 'Kidswear', Tommy Hilfiger in 'Jeans and Casualwear' and Puma in 'Active Sportswear' retained their respective titles for the second consecutive year. In the women's Indian wear category 'W', India's first fusion and mix-n-match wear for women received the trophy from the hands of actor Vinay Pathak. And in the innerwear category the trophy went to Hanes. Vero Moda, the brand that has become synonymous with contemporary international fashion for women





in India, received its second honour of the evening for its launch of Vero Moda Marquee. The grand launch of the brand at the famous Mehboob Studios with renowned celebrities from the fashion and entertainment industry was supported with a TVC and microsite launched by Karan Johar. Among retailers while Lifestyle (Landmark Group) was adjudged Images Most Admired National Large Format Store Chain of the Year, Kalamandir and Kanchepuram Varamahalakshmi of Sai Silks Group were recognised as the Images Most Admired Regional Retailer of the Year.

The 15th IFA also saw a very special segment of awards, given away by India's fastest growing department store chain, Reliance Trends to five of its most valued brand partners. The Reliance Trends Performance Awards - across the categories of mens, womens and kidswear and also emerging brand - were presented by Akhilesh Prasad, CEO, Reliance Trends, Vineet Nair, CMO, Jaykumar Subbiah, Head External Brands and Team.

The biggest excitement at IFA was the presentation of 'Images Design Concepts' as a salute to the design, innovation and product development teams who worked behind the scenes at fashion houses to produce truly cutting-edge fashion for consumers. The awards were presented to the deserving teams of Park Avenue 'Autofit' concept, Van Heusen 'My Fit' Concept, Adidas Originals and UCB 100% Benetton (SS '14) for developing unique concepts with an effective communication and retail strategy.

Kabir Lumba, Chairman IFF and MD, Lifestyle International with Amitabh Taneja, IFF Chief Convenor did the honours for the IFA 'Big 2' final 'Images Excellence Award' awards. The IFA evening special 'Images Excellence Award' for a brand that defines the 'Make in India' success story went to Manyavar. The IFA Evening's final award for fashion



company of the year went to Arvind Lifestyle Brands Limited.

"Fashion in India has come of age and Images Fashion Awards recognise the continuing evolution of the industry's most dynamic and forward-looking brands every year," said Amitabh Taneja, Chief Convenor, India Fashion Forum.

Attended by top honchos and celebrities the Images Fashion Awards (IFA) set the stage on fire by 'MUFTI Live' performances followed by an enthralling solo by UK Vocalist Cara Jane Roberts. Blending the dance forms of Broadway jazz, tango and contemporary style, Abhimanyu Singh Rathore presented a dance musical depicting the evolution in fashion and its subtle imprints on personalities. The entertainment also included a comedy act by Vinay Pathak.

About the IMAGES Fashion Awards:

The IMAGES Fashion Awards (IFA) are India's highest honour for recognising excellence in the business of fashion. Now in their 15th year, the IFAs recognise most admired fashion brands, retailers and concepts. The IFAs are presented at the grand finale ceremony of the three day India Fashion Forum, the largest gathering of the brightest minds, products and concepts in fashion.



The IMAGES Fashion Awards (IFAs) Process

The IFA nomination categories and entry details are announced through the IFF & Infashion website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. A preliminary jury identifies the best performers among brands and retailers. Besides these top fashion brands are invited to recommend best performing large format national fashion chain stores as well as regional chains. Self-nominations are checked for eligibility, completeness and data correctness. The IFA team of analysts then makes a presentation to the IFA jury - with analysis of performance metrics such as growth in sales and retail expansion. Also noted are innovation, marketing effectiveness, supplier relations, employee practices etc. The IFA jury goes through and gives scores based on their assessment.

The IFA Juries

The most distinguished IFA jury members for IFA 2015 included Sam Balsara (CMD, Madison World), Harish Bijoor (Brand-expert & CEO, Harish Bijoor Consults Inc.), Sunil Alagh (Founder & Chairman, SKA Advisors), Harminder Sahni (Founder, Wazir Advisor), Ashish Mishra (MD, Interbrand India), Anuj Puri (Chairman & Country Head, Jones Lang LaSalle), Anshuman Magazine (CMD, CB Richard Ellis, South Asia), Prof. Ravi Dhar (Yale University), Aparna Dutt Sharma (Founding Member & Former CEO, India Brand Equity Foundation) and Amitabh Taneja (Chief Convenor, IFF).

The high profile Jury for the IFA Design Concept Awards included Catriona MacNab (Chief Creative Officer, WGSN), Prem Kumar Gera (IAS, Director General, National Institute of Fashion Technology), Shreyas Joshi (Chairman, IFF Innovation Club and CEO- Textiles & Clothing Business, NSL Group), Narendra Kumar (Fashion Designer), Pradyumna Vyas (Director, National Institute of Design) and Ritu Kumar (Fashion designer).



Received by:
Siddharth Shekhar, Regional Retail Manager-West, Madura Fashion & Lifestyle

Presented by:
Roy Kettlewell, Global Innovations Manager, The Woolmark Company, Australia

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

Winner: Allen Solly



Allen Solly introduced the concept of Friday Dressing in early nineties. The brand currently operates 1,722 sales points across India. Over the previous year their store count has increased by 13 percent, total retail space by 23 percent and total annual sales turnover of brand by 34 percent. Also, the annual sales turnover of the brand from EBOs has increased by 27 percent.

Nominees:

Allen Solly, Arrow, Being Human, Indigo Nation, Tommy Hilfiger, United Colors of Benetton and Van Heusen

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **WOMEN'S WESTERNWEAR**

Winner: Vero Moda

VERO MODA®

The brand has 179 sales points all across India, and its store count has grown by 38 percent from the last year. Vero Moda's total retail space has increased by 45 percent and total annual sales turnover upsurged by 68 percent in the previous year. The brand's annual sales turnover from EBOs has gone up by 32 percent.

Nominees:

Allen Solly, Avirate, Forever New, Jealous 21, Only, United Colors of Benetton, Van Heusen and Vero Moda



Received by:
Vineet Gautam, CEO, Bestseller India

Presented by:
Roy Kettlewell, Global Innovations Manager, The Woolmark Company, Australia



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

Winner: United Colors of Benetton

UNITED COLORS OF BENETTON.

Currently, UCB has 803 sales points pan India that has upturned by 4 percent over the previous year. Brand's total retail space has increased by 4 percent and total annual sales turnover by 26 percent over the previous year. Also, annual sales turnover of the brand from EBOs has grown by 19 percent in the previous year.

Nominees:

612 Ivy League, Allen Solly, Tommy Hilfiger, United Colors of Benetton

Received by:
Sundeep Chugh, Director Commercial, Benetton India Pvt. Ltd.

Presented by:
Bonnie Brooks, Vice Chairman, Hudson's Bay Company

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **JEANS & CASUALWEAR**

Winner: Tommy Hilfiger

TOMMY HILFIGER DENIM

Today, Tommy Hilfiger has 210 sales points all across India that has increased by 8 percent over the previous year. Brand's total retail space grew by 15 percent, total annual sales turnover by 25 percent and annual sales turnover from EBOs by 31 percent from the past year.

Nominees:

Allen Solly, Being Human, Jack & Jones, Numero Uno, Only, Pepe, Tommy Hilfiger and United Colors of Benetton



Received by:
Siddharth Kapoor, Head-Business Development and Amit Kumar, DGM, Menswear Division, Tommy Hilfiger Arvind Fashion Pvt. Ltd.

Presented by:
Raza Beig, CEO, Splash & Iconic, Director Landmark Group



Received by:
Abhishek Ganguly, MD & Team Puma

Presented by:
Vinay Pathak, Film Actor and Cherry Zheng, Foshaan, Goldly Textiles

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **ACTIVE SPORTSWEAR**

Winner: Puma



Currently, Puma is retailing through 1,930 sales points all over India which has grown by 7 percent. Puma's total retail space increased by 18 percent over the previous year and total annual sales turnover of brand grew by 14 percent. The annual sales turnover of the brand from EBOs increased by 10 percent from the last year.

Nominees:
Adidas, Manchester United, Puma and Reebok

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

Winner: W



With the increased count store by 48 percent, W retails through 1,000 sales points all across India. The total retail space of the brand has grown by 32 percent over the previous year and total annual sales turnover of the brand increased by 71 percent from the last year. Also, the annual sales turnover of W from EBOs has increased by 56 percent.

Nominees:
Biba, Melange by Lifestyle, Neerus and W



Received by:
Anant Daga, CEO, TCNS Clothing Company Pvt. Ltd.

Presented by:
Vinay Pathak, Film Actor and Cherry Zheng, Foshaan, Goldly Textiles



IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **MEN'S INNERWEAR**

Winner: Hanes



From the last year, Hanes' total annual sales turnover has increased by 91 percent and the annual sales turnover from EBOs raised by 92 percent over the previous year. And, Hanes was the most favoured brand in its category by the jury members.

Nominees:

Jack & Jones, Hanes and United Colors of Benetton

Received by:

Abhinav Kumar, Head Retail Operations, US Polo Brand

Presented by:

Dewang Neralla, Managing Director & CEO Atom Technologies & Lily Zhu & Dana Su – Hangzhon

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

Winner: Vero Moda Marquee

VERO MODA

MARQUEE

Vero Moda, a brand that has become synonymous with contemporary international fashion for women in India, took the style game to a notch higher by collaborating with Bollywood director, Karan Johar to create the Vero Moda Marquee collection. The microsite of the brand was launched on the same day when Vero Moda made noise in the fashion industry.

Nominees:

Aliph, Forever Fashion, Rangriti, T M Lewin and Vero Moda Marquee



Received by:

Vineet Gautam, CEO & Country Head at Bestseller India

Presented by:

Elze Van Vennendaal, Global Alliance Head, Suitssupply.com, Netherlands



Received by:
Kabir Lumba, MD; Ankur Bajaj, Head Buying & Design, Apparel-Menswear;
Vivek Thilakan, AVP, Operation (West); Lifestyle International Pvt. Ltd., India

Presented by:
BS Nagesh, Founder-TRRAIN (Trust for Retailers and Retail Associates of India)

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: **LARGE FORMAT STORE CHAIN**

Winner: Lifestyle

lifestyle

Today, Lifestyle has 43 stores which has increased by 8 percent from the previous year. In fact, the total annual sales turnover grew by 23 percent, while average sales per sq.ft. increased by 10 percent from the last year.

Nominees:
Lifestyle, Reliance Trends and Shoppers Stop

IMAGES MOST ADMIRED **REGIONAL FASHION RETAILER OF THE YEAR**

Winner: Sai Silks — Kalamandir & Kanchepuram Varamahalakshmi Silks



Sai Silks with Kalamandir and Varamahalakshmi had a turnover of ₹250 crore in 2013 which increased to ₹352 in 2014. They currently have 22 stores and their numbers of store count has upsurged to 16 percent from past year. Brand's total annual sales turnover in 2014 increased by 42 percent.

Nominees:
All That Jazz, Blue Club, Chunmun (CNM), Jade Blue, Sai Silks – Kalamandir & Kanchepuram Varamahalakshmi Silks, Neerus, Sohum Shoppe and Study By Janak



Received by:
Kalyan Annan, Director, Sai Silks Kalamandir Ltd.

Presented by:
Vineet Kanaujia, Head Marketing, Safexpress Pvt. Ltd.



Received by:

Sundeep Chugh, Director Commercial
Benetton India Pvt. Ltd.

Gaurav Sharma, Manager Retail Adidas

Prasant Naidu, Brand Marketing Manager,
Van Heusen

Hetal Kotak, Brand Director, ColorPlus &
Park Avenue

Presented by:

Rajneesh Mahajan, COO, Inorbit Malls
India, and Ran Wong & Rex Lam, Hong Kong
Chaung Da Button Ltd.

**IMAGES MOST ADMIRER
DESIGN CONCEPT OF THE YEAR**

**Winner: UCB for 100% Benetton Spring Summer 2014
Park Avenue for Autofit
Van Heusen for My Fit
Adidas for Adidas Originals**



Nominees:

Adidas Originals,
Autofit - Park Avenue,
Forever Fashion,
Kanchipuram Varamahalaxmi Silks,
Parx - Revesible,
Tangerine,
UCB Innerwear-SS 2014,
UCB Kidswear-SS 2014,
UCB Menswear-SS 2014,
UCB-100% Benetton SS 2014 &
Van Heusen

100% Benetton, United Colors of Benetton

The brand has a consolidated identity characterised by colour, authentic fashion quality at democratic prices and passion for its work. In women's Spring Summer 2014 collection the key focus was on dresses. To make the collection exclusive, the brand used innovative fabrics and perma pleating technique. The collection also highlighted tropical key trends.

Originals 2014, Adidas Originals

The collection creates a unique lifestyle with a clear Brazilian flavour combining FARM's breath-taking summery graphic designs with our ORIGINALS iconic and ever-successful enhanced sport silhouettes. The collection is categorised as Tucanario, Borboflor, Frutaflor and Floralina.

Auto-Fit Series, Park Avenue

Launched in 1986, Park Avenue is innovative, stylish and youthful brand. The brand believes that we humans are intuitive since birth. And, Park Avenue see intuition in the technology they have created and in all their inventions. Which is why Park Avenue has launched the Auto-Fit series of shirts and trousers that expand intuitively to perfectly fit.

My Fit, Van Heusen

My Fit concept offers complete personalised experience for shirts, trousers and suits. It offers customers a slew of styling options with over 100 fabric options, 13 sizes across six fits and different sleeve and collar options for formal to occasion needs.



Excellence Awards



Received by:
Siddharth Kapoor, Alok Dubey, CEO-Lifestyle Brands Division, Arvind Lifestyle Brands Ltd; Abhinav Kumar, Head-Retail, Vivek Sandhwar, and Assistant Business Head-USPA & ELLE;

Presented by:
Kabir Lumba, Chairman IFF and MD, Lifestyle International, Amitabh Taneja, CMD, Images Multimedia Pvt. Ltd.

IMAGES MOST ADMIRED FASHION COMPANY OF THE YEAR

Winner: Arvind Lifestyle Brands Ltd

ARVIND

Arvind Lifestyle Brands Ltd. has 14 brands in its portfolio catering to all segments –Value, premium and bridge to luxury. The company increased its turnover to Rs. 2,016 crore in 2014, while growing at 26 percent over the previous year. The fashion company is projected to be ₹5,000 crore by 2018. Arvind Lifestyle Brands has recently acquired brands like Ed Hardy, Calvin Klein, GAP and The Childrens Place (TCP). The company is also planning to foray into the footwear retail and e-commerce in the coming months.

Nominees:
Arvind Lifestyle Brands Ltd., Benetton India Pvt. Ltd., Bestseller Retail India Pvt. Ltd., Indus League and Tommy Hilfiger Arvind Fashion Pvt. Ltd.

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR FOR MEN'S INDIANWEAR

Winner: Manyavar



Currently, UCB has 803 sales points pan India that has upturned by 4 percent over the previous year. Brand's total retail space has increased by 4 percent and total annual sales turnover by 26 percent over the previous year. Also, annual sales turnover of the brand from EBOs has grown by 19 percent in the previous year.



Received by:
Binod Pareek, GM-Retail Operations, Vedant Fashion Pvt. Ltd.

Presented by:
Kabir Lumba, Chairman IFF and MD, Lifestyle International, and Amitabh Taneja, CMD Images Multimedia Pvt. Ltd.

snapdeal Seller Awards

AT IFA'15, SNAPDEAL PRESENTED 12 HONOURS TO ITS CHANNEL SELLERS AND BRAND PARTNERS FOR THEIR CONTRIBUTION IN MAKING SNAPDEAL ONE OF INDIA'S MOST ICONIC AND SUCCESSFUL ONLINE FASHION RETAILERS. KUNAL BAHL, CEO & FOUNDER, SNAPDEAL PRESENTED THE TROPHIES TO THE WINNERS.



Best Customer Service
Name: **Suresh Kumar**
Brand: **Goodway**
Category: **Kids' Clothing**
Year of Association: **2012**



Most Popular Emerging Brand
Name: **Bhavesh Navlakha**
Brand: **Sukkhi**
Category: **Jewellery**
Year of Association: **2013**



Most Consistent Performer
Name: **Sanjay Dalmia**
Brand: **Locomotive, Highlander, Mark Taylor, Black Coffee, Vishudh, Tokyo Talkies**
Category: **Men's & Women's Clothing**
Year of Association: **2011**



Fastest Growing Seller
Name: **Rakesh Agarwal**
Brand: **Ble**
Category: **Men's Clothing, Fashion Accessories, Bags & Luggage**
Year of Association: **2012**



Woman Entrepreneur of the Year
Name: **Saumya Gupta**
Brand: **Ten on Ten**
Category: **Women's Clothing**
Year of Association: **2012**



Patron of Social Cause
Name: **Neeraj Agarwal**
Brand: **Radha Kunj**
Category: **Women's Ethnic Wear**
Year of Association: **2015**

snapdeal Brand Category Awards



MOST WANTED BRAND - WOMEN'S
Winner: Biba



MOST WANTED BRAND - MEN'S
Winner: Jack & Jones



FASTEST GROWING BRAND
Winner: Puma



MOST PROMISING RETAILER AWARD
Winner: Shoppers Stop



BEST LONG TERM PARTNER
Winner: ITC Lifestyle Retailing



BEST NEW ENTRANT
Winner: Celio

Reliance trends Performance Awards

THE 15TH IFA ALSO SAW A VERY SPECIAL SEGMENT OF AWARDS, GIVEN AWAY BY INDIA'S FASTEST GROWING DEPARTMENT STORE CHAIN, RELIANCE TRENDS TO FIVE OF ITS MOST VALUED BRAND PARTNERS. THE RELIANCE TRENDS PERFORMANCE AWARDS - ACROSS THE CATEGORIES OF MENS, WOMENS AND KIDSWEAR AND ALSO EMERGING BRAND - WERE PRESENTED BY AKHILESH PRASAD, CEO, RELIANCE TRENDS, VINEET NAIR, CMO, JAYKUMAR SUBBIAH, HEAD EXTERNAL BRANDS AND TEAM.



BEST PERFORMANCE PARTNER,
WOMEN'S INDIAN WEAR

Winner: TCNS Clothing

*Received by: Anant Daga &
Lalit Raghuvanshi*



BEST PERFORMANCE PARTNER, **MENSWEAR**

Winner: Flying Machine

Received by: Alok Dubey & Rakesh Jain



BEST PERFORMANCE PARTNER,
WOMEN'S WESTERN WEAR

Winner: Kraus

Received by: Sushil Punjabi

BEST PERFORMANCE PARTNER, **KIDS WEAR**
Winner: 612 IVY League

*Received by: Mohita and Manu Indrayan, and
Shashank Gupta*



EMERGING BRAND

Winner: Sin

Received by: Vijay Laxmi Poddar and Team Sin