



## TRIPLE TRIUMPH FOR BENETTON AND RAYMOND AT **THE IMAGES FASHION AWARDS 2016**

The 16th Annual Images Fashion Awards (the IFAs) recognised the continuing evolution of dynamic, forward-looking brands at a glittering ceremony which was also the grand finale of the 16th edition of India Fashion Forum (IFF 2016) and was held on 16th March, 2016 at Hotel Renaissance, Powai. The 16th Annual IFAs were presented by Exclusively.com which also recognised India's finest designers. The event witnessed top honchos of the fashion industry, sharing some memorable moments and celebrating each other's successes.

The awards night also witnessed the launch of the India Business of Fashion Report, a comprehensive research comprising the latest trend and statistics. The book was launched by Kabir Lumba, Chairman, IFF and MD, Lifestyle International, Sudhir Tripathi, DG, NIFT and Amitabh Taneja, Chief Convener, India Fashion Forum & CMD, Images Group.

The night saw 10 Images Awards, 5 Design Concept Awards, and 6 Jury Awards being declared while Shailesh Chaturvedi, CEO, Tommy Hilfiger- India bagged the Images Most Admired Fashion Retail Professional of the Year Award. The evening of the Images Fashion Awards (IFA) 2016 was hosted by lovely looking Tisca Chopra, a well-known actress known for her works in Hindi cinema along with Manasi Scott who is a famous singer, song writer and an actress; and retail honcho Shailesh Chaturvedi, CEO, Tommy Hilfiger. The awards were a venerable gathering of virtually the who's who of the industry. A highlight of the night was stand-up comedian and actor Ash Chandler, who left the audience in splits with his great comic timing.

Exclusively.com also recognised some of the notable and upcoming designers during the Awards night, wherein Nikhil Thampi won the award for Most Promising Designer on Exclusively.com.



Grand Finale: "The winner takes its all" picture



Manasi Scott & Tisca Chopra



Kabir Lumba, Sudhir Tripathi and Amitabh Taneja launching the much awaited India Business of Fashion Report 2016



Manasi Scott enthralling the audience



Ash Chandler had the audience in splits

The Images Fashion Awards are adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, HR practices and industry goodwill, among others. Due to their 360-degree evaluation process, the IFAs have come to be established as the premier recognition for fashion retailing excellence in India. The coveted IFA trophies were awarded to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year.

The process of deciding the winners begins with prospective nominees, submitting nominations with required details and supporting material. Nomination forms are then checked by the IFA audit team for eligibility, completeness and data correctness. The IFA team of analysts then make a presentation for the IFA jury – with analysis of performance metrics, such as growth in top line sales and retail presence, sales per square foot, average transaction values and profitability. A special note is prepared on innovativeness, marketing effectiveness, supplier relations and employee

practices. The IFA jury, which comprises distinguished personalities in the field of research and consulting, with vast experience and thorough insights in to the business of fashion, then goes through the presentation and gives scores based on their assessment of the nominees. The results of industry recommendations and jury score ultimately decides the final nominees. Jury and the organisers have the right to decide on the final categories to be awarded, renaming the titles and moving nominations to the most appropriate categories – whenever required.

The IFA Jury Members consists of industry experts, who had a tough time to select the winners from 81 nominations.

The jury members for the business awards included **Abheek Singhi, Sr. Partner & Director, Boston Consulting Group; Ankur Shiv Bhandari, MD, Asbicon & Kantar Retail India; Bijou Kurien, L Capital Asia; Debashish Mukherjee, Partner & Co Head, Cons & Retail Ind, AT Kearney; Deepak Pillai, Director, Retail & Merchandising, Nielsen; Harish Bijoor, CEO, Harish Bijoor Consultants; Lara Balsara Vajifdar, ED, Madison World; Piyush Kumar Sinha, IIM, Ahmedabad, Ravi Dhar, Yale School of Management; Sunil Alagh, Founder & Chairman, SKA Advisors; Zia Mody, AZB & Partners and Amitabh Taneja, Chief Convener, India Fashion Forum and CMD, Images Group.**

The jury for the design awards included **Agnes Kubiak, Partner & Creative Director, Style-Vision Asia; Anupreet Bhui, Sr. Editor-Street Style & WGSN Trend Specialist; Lara Balsara Vajifdar, ED, Madison World; Pradyumna Vyas, NID; Ritu Kumar, Fashion Designer; Sudhir Tripathi, DG, NIFT; Tarun Tahiliani, Fashion Designer; and Ritu Beri, Fashion Designer.**





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

◀ **TOMMY HILFIGER**

*246 sales points and pan-India presence. Tommy Hilfiger added 36 stores and increased EBO space by 40,000 square feet last year. There was 17 percent sales growth and double digit same store sales growth. 12 stores with an average size of 2,000 square feet touched the magical 1 Crore mark during the year.*

Received by:  
Rajesh Kamble; Meet Parekh; Bharat Rishi; Mukund Bansal; Shefali Patel; Mandar Karnik; Shefali Patel; Kunwar Abhishek; Rohiet Singh and Sid Kapoor

Presented by:  
Sudhir Tripathi, Director General, NIFT;  
Kabir Lumba, MD, Lifestyle International and Chairman, IFF 2016



**NOMINEES:**

Being Human | Celio | Jack & Jones | Park Avenue  
| Raymond | Tommy Hilfiger | United Colors of  
Benetton

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

**ONLY** ▶

*ONLY has 159 sales points including 49 EBOs and 106 shop-in-shops pan India. 50 sales points including 10 EBOs and 40 shop-in-shops were added last year. There was 73 percent sales growth and an incredible sell through of 90 percent!! The brand also retails through 9 online commerce platforms.*



Received by:  
Sahil Advani, Senior Digital Marketing Executive, Bestseller India

Presented by:  
Sudhir Tripathi, Director General, NIFT;  
Kabir Lumba, MD, Lifestyle International and Chairman, IFF 2016



**NOMINEES:**

ONLY | United Colors of Benetton | Vero Moda



Received by:  
Team Benetton  
Presented by:  
Mukesh Kumar, VP, Infinity Mall

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

**UNITED COLORS  
OF BENETTON.**

*United Colors of Benetton has 786 sales points across India. In 2015, it had a retail space growth of 15 percent and increased 98,000 square feet in EBOs. There was 71 percent sales growth and 67 percent EBO sales growth.*



**NOMINEES:**  
612 League | Tommy Hilfiger | United Colors of Benetton | Vitamins

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

**Pepe Jeans** ▶  
LONDON

*Pepe Jeans has 900 sales points across the country. 150 sales points were added in 2015, with 1 lakh 12 thousand square feet added to its EBO space. There was 43 percent brand sales growth and 71 percent EBO sales growth. Pepe Custom Studio, inviting customers to design their own denim in a few easy steps, was also launched last year.*



Received by:  
Manish Kapoor, VP Sales;  
Neha Shah, Head Marketing; Himanshu Pant, AGM Sales;  
Kavindra Mishra, MD & CEO  
Presented by:  
Mukesh Kumar, VP, Infinity Mall



**NOMINEES:**  
Calvin Klein | Hoffmen | Jack and Jones | Only |  
Pepe | Tommy Hilfiger



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



*1,540 sales points and a pan-India presence. Last year, 540 sales points were added with 1,49,000 sq. ft. increase in W's EBO space. There was 80 percent brand sales growth and 71 percent EBO sales growth. The brand also successfully transformed itself from a summer-wear kurta brand to an all season lifestyle brand.*

*Received by:*  
Lalit Raghuvanshi, Sales Head; Anant Daga, CEO; Sreyashee Halder, Design Head

*Presented by:*  
Neelima Singh, Director, NIFT, Mumbai



**NOMINEES:**

Biba | Melange by Lifestyle | Neeru's | W

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

**UNITED COLORS  
OF BENETTON.**

*United Colors of Benetton has 786 sales points across India. In 2015, for the innerwear category, retail space grew by 20 percent, increasing EBO space by 1 lakh 33 thousand square feet. There was 67 percent sales growth and 30 percent EBO sales growth.*



**NOMINEES:**

Calvin Klein | La Senza | United Colors of Benetton

*Received by:*

**Team Benetton**

*Presented by:*

Neelima Singh, Director, NIFT, Mumbai





IMAGES MOST ADMIRER  
FASHION BRAND OF THE YEAR:  
**NEW LAUNCH**  
(WITH SMALL RETAIL FORMAT)

◀ Calvin Klein  
underwear

*Calvin Klein Lingerie was launched in April 2015 and opened 9 stores in the top malls of the country. The brand achieved ₹100 SSPD, and also managed to draw in an astonishing 7.5 lakh fans from India on the Calvin Klein facebook page.*

Received by:  
**Mubin Sheikh**, Area Manager (West), Key Accounts; **Sanjeeb Kumar**, Regional Manager (West); **Vishal Anand**, Head of Operations, Business Development and Projects; **Punit Khatri**, Cluster Manager (West); **Ashutosh Sabharwal**, Sales Head

Presented by:  
**Prasad Menon**, Associate Partner, Better Future India;  
**Huzefa Merchant**, MD, INSYNC Retail



NOMINEES:  
Calvin Klein Lingerie | GAP | Pepe Jeans (Kidswear) | Raymond Linen

IMAGES MOST ADMIRER  
FASHION BRAND OF THE YEAR:  
**NEW LAUNCH**  
(WITH LARGE RETAIL FORMAT)



*GAP entered India in May 2015 with the first store opening at the Select City Walk, New Delhi. To flag the brand's opening in the country, the entire mall façade was 'blue washed' with the GAP colours. GAP India got a special recognition by GAP Inc. for this unique idea and this is now part of the brand's signature in new city launches. On Twitter, #helloIndia campaign was broken by different American brands to say hello to Gap, with #helloIndia trending across the country on Twitter.*



Received by:  
**Rajesh Raghuwanshi**, Regional Manager (West)

Presented by:  
**Prasad Menon**, Associate Partner, Better Future India;  
**Huzefa Merchant**, MD, INSYNC Retail



NOMINEES:  
Calvin Klein Lingerie | GAP | Pepe Jeans (Kidswear) | Raymond Linen



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



*MAX is celebrating 10 years in India and currently has 135 stores in 50 cities. Growing at 35 percent CAGR, it is the most profitable mono fashion brand in the country. In 2015, total retail space grew by 11 percent over the previous year and total annual sales turnover grew by 29 percent over the previous year.*

Received by:  
**Ramanathan Hariharan**, Director -Landmark Group (India); **Kabir Lumba**, Managing Director, Lifestyle International Pvt. Ltd.; **Raghu Rajagopalan**, SVP Finance & Accounts, Max; **Piyush Sharma**, GM OPS Head (West), Max; **Satish Puranam**, AVP Business Development and New Store Opening, Max; **Saurabh G**, AVP OPS Head (North), Max; **Kamakshi Kaul**, AVP Design (Women's wear & Kidswear), Max

Presented by:  
**Agnes Kubiak**, Co-Founder & Creative Director, Style Vision, Paris (International Expert)



NOMINEES:

Lifestyle | Max Fashion | Shoppers Stop

IMAGES MOST ADMIRED  
REGIONAL FASHION  
RETAILER OF THE YEAR



*Neeru's has marked a new standard in ethnic fashion trends in not only Hyderabad and South India, but across the country. Neeru's currently has 25 stores and grew by 125 percent in 2015 over the previous year. Total retail space grew by 110 percent and total annual sales turnover grew by 79 percent over the previous year!*



NOMINEES:

Akbarallys Men | Blue Club Collection | Chunmun | Jade Blue | Neeru's | No Exit | Options | Sohum Shoppe | Study by Janak

Received by:  
**Harish Kumar**, MD, Neeru's Ensembles Pvt. Ltd.

Presented by:  
**Agnes Kubiak**, Co-Founder & Creative Director, Style Vision, Paris (International Expert)



# DESIGN AWARDS



Received by:  
**Sudhir Soundalgekar**, Director, Projects

Presented by:  
**Ramanathan Hariharan**, Director -Landmark Group (India)

## IMAGES MOST ADMIRER FASHION DESIGN CONCEPT OF THE YEAR



**All Season Wool Shirt by Raymond** is a first of its kind in the world! The wool shirt combines the properties of wool to give the feel of cotton. Developing an innovative product in wool for formal shirt was a challenge as the wool has to be lightweight, fine and all weather, but Raymond has delivered a first of its kind innovation that can be a game changer in the fashion business.



### NOMINEES:

All Season Wool Shirt by Raymond | Autumn Winter Collection By United Colors Of Benetton | Custom Studio By Pepe | Column Look by W | Flexi Jacket by Raymond | Spring Summer Collection By Max Fashion

## IMAGES MOST ADMIRER FASHION DESIGN CONCEPT OF THE YEAR



Pepe Jeans introduced a first-ever custom denim service at its Delhi store in Connaught Place last year. The Custom Studio is a bespoke service from Pepe Jeans that allows customers to step into the design seat and customise their denim in a whole host of different ways: with buttons, laser prints or applications such as studs. The possibilities are endless and the result is pure originality. At **Pepe Jeans Custom Studio**, passion for denim, art, fashion and desire to reflect innovation, originality and creativity in garments was born.



### NOMINEES:

All Season Wool Shirt by Raymond | Autumn Winter Collection By United Colors Of Benetton | Custom Studio By Pepe | Column Look by W | Flexi Jacket by Raymond | Spring Summer Collection By Max Fashion



Received by:  
**Neha Shah**, Head Marketing; **Himanshu Pant**, AGM Sales; **Manish Kapoor**, VP Sales

Presented by:  
**Ramanathan Hariharan**, Director -Landmark Group (India)



# DESIGN AWARDS

## IMAGES MOST ADMIRIED STORE DESIGN CONCEPT OF THE YEAR

Presented by:

Kapil Bhatia, Group Head Fashion, AskMeBazaar.com



Received by:

Sachin Kumar, Designer, Raymond Ready to Wear; Sudhir Soundalgekar, Director, Projects; Sanjeev Rao, Director, Business Development; Nagendra Singh, Head, BD & Projects; Sumeet Soni, Brand Director, Raymond Ready to Wear; Kishore Asrani, Deputy GM, Business Development



At **Raymond Ready to Wear, 'The Style Bar'** is an insightful journey defined by a new level of service, heightened by expert styling and attentive technology. The new store promises to provide a unique & ultra-luxurious modern shopping experience to customers. The store fuses the best in class technology with unmatched hospitality to redefine the consumer's retail experience.



**Forever Faster by Puma** goes to the very basics of retail by placing heavy emphasis on products. The concept has been designed to showcase and follow principles and make a statement on the fusion of performance and lifestyle, all united for the passion of sport and to be forever faster. The look & feel is modern, inspirational and sport-focused. It is simple to give right focus to the products, which should resonate, stir emotions, stand out and demand attention. The customer experiences the puma brand DNA throughout their store journey.



Received by:

Binwant Singh, Manager, Marketing; Takshil Shah, Regional Retail Manager (West); Atul Bajaj, Executive Director (Product & Merchandising)

### UNITED COLORS OF BENETTON.



Received by:

Team Benetton

**Canvas by UCB** is derived from the easel of an artist where colours of garment is played within a dynamic way. Every screw carries the nostalgia of a pre-industrial era. Every material is finished to retain the most natural feel possible. Textures have been explored: heritage and monumental brick wall, concrete, exposed ceiling, electrical system, wall papers. Energy efficient LEDs consume up to 90 percent lower electricity are specially designed to provide depth of colour & texture to the garment fabrics on display. A must-see store concept!

# SPECIAL JURY AWARDS



Received by:  
**Kunal Mehta**, VP, Marketing and Business Development;  
**Manish Mandhana**, Joint Managing Director, Mandhana Industries Ltd.

Presented by:  
**Puneet Verma**, Head Marketing, Inorbit Mall

## IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: INDIAN RISING STAR



One of the fastest growing Indian brands, Being Human retails through 500 point of sales (POS) globally spread across about 16 countries. Within 3 years of its launch, it opened 44 exclusive stores across India. It retailed across 190 shop-in-shop islands with the top LFS partners such as Shoppers Stop, Lifestyle, Westside, Central, Splash, Jade Blue amongst others. Additionally, the brand has been strong online and is available with Amazon, Flipkart, Koovs, Jabong, Myntra and Snapdeal. Being Human grew by 56 percent in 2015 over the previous year and total retail space grew by 34 percent. Total annual sales turnover grew by 56 percent over the previous year. In international markets, apart from being available in Europe and the Middle East, it also launched in South Africa with e-commerce partner Zando in 2015.

## IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: MARKETING & PROMOTIONS



Max Fashion's Brand positioning is 'Make Everyday Fashionable', which is a reflection of the brand's mission to "democratise fashion" in India. Max associated with Saavn to communicate the season theme 'Today's for Small Joys'. The campaign saw a CTR of 7 percent and had over 5,500 unique listeners who used the playlist to listen to their favourite songs. Among many other strategic moves, the brand also partnered with Mirchi South Music Awards as a fashion partner & prepared an AV with celebrity attendees talking about 'Small Joy They Miss Today'. This AV reached over 7 Lakh people in Cinema and total 1,300 tweets were received over a 2-weeks period and impressions of 13.2 Lakh and over 1.7 lakh accounts reached.



Received by:  
**Royston Pinto**, GM Marketing, Max; **Raghu Rajagopalan**, SVP Finance & Accounts, Max

Presented by:  
**Anurag Saxena**, Country Head, ICLP



Received by:  
**Raghu Rajagopalan**, SVP Finance & Accounts, Max; **Nimish Shah**, COO (West), Lifestyle; **Kabir Lumba**, Managing Director, Lifestyle International Pvt. Ltd.; **Ramanathan Hariharan**, Director-Landmark Group (India)

Presented by:  
**Bhavik Jhaveri**, Founder & CEO, Pretr

## IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: HR INITIATIVES



Lifestyle's focussed training programme across the talent pool helped filling up nearly 400 internal job opportunity through talent within the organization last year. The chain's internal job posting platform called Launchpad roved opportunity to more than 365 employees at all levels to take up new roles across functions in Middle East and India. Under the Swabhimaan program, over 250 people with disabilities were hired for various positions in the organization, trained and are now excelling at their job profiles.



# SPECIAL JURY AWARDS



Received by:

**Sanjeev Rao**, Director, Business Development; **Sumeet Soni**, Brand Director, Raymond Ready to Wear; **Pramod Sharma**, Manager, Design (Raymond Apparel); **Nagendra Singh**, Head, BD & Projects; **Varun Kumar**, Assistant Manager, Garment designing (Textiles); **Sweta Kumari**, Assistant Manager, Product Innovation; **Vijay Desure**, Senior Manager, Product (Exotic Collection); **Kishor Bhatia**, Director, Product (Suiting)

Presented by:

**Anupreet Bhui**, Senior Editor, Street Style and Trend Specialist (International Expert from Hong Kong)

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: PRODUCT DEVELOPMENT



Raymond launched 3 exclusive animal fiber products – Qiviut, Beaver & Ibex – in 2015. Using Lotus stems, Raymond crafted a luxurious line with unique properties like water repellent, breathability, soft touch and lightweight. Developed from the Rose petals Raymond innovated a fabulous fabric with properties of moisture absorption, ventilation, soft handle, skin care and appearance retention. Other innovations included Techno Smart, Celliant, Vitamin E, Thermochromic and Café, Thermochromic, Colour Changing fabrics. New product developments generated a business of ₹100 crores last year.

## IMAGES MOST ADMIRED FASHION RETAILER: OMNICHANNEL INITIATIVE

Presented by: **Bhavesh Pitroda**, Images Group



Received by:

**Sachin Oswal**, Customer Care Associate & Head- Omni-Channel Retail

**MULTI BRAND:**

**SHOPPERS STOP**

In Q1 2015, Shoppers Stop laid down Anywhere Anytime strategy roadmap to be a truly omnichannel retailer by 2017 with 60 Cr dedicated investment. Planned in 3 phases - digital capability buildout (2015), multi-channel (2016), true omnichannel (2017), it signed up for SAP Hybris Commerce & Order Management Platform in Q2 and Warehouse Management System in Q4 2015. A redesigned website - completely responsive across various screen sizes including mobile, tablets etc. helped in doubling conversions. The goal is to aggregate all marketplaces through one platform so that its inventory flows into all marketplaces and ordered aggregate into one OMS. This will enable omnichannel customer journeys & the Benefits of shopping with Shoppers Stop such as ability to returns / exchanges at any of our physical stores for all products brought online at any marketplaces.



Received by:

**Abhishek Lal**, Senior E-Commerce Director

**OWN BRAND:**

**adidas**  
GROUP

Adidas Group identified three key strategic pillars to converge the online & offline world : 1. Create strong instore experiences; 2. Move from data to actionable data; 3. Provide seamless cross channel experiences. The group has set a target of acquiring 1 million consumers in 2016. The objective is to know the consumers in a meaningful way and eventually create a single customer view. This single customer view would then help in driving relevant, credible and authentic marketing/ conversations with the consumers. Also for the first time a toll free Omnichannel Customer Care number was launched in 2015. It is backed by a reputed call centre with customer centric & trained agents. The solution is managed by a franchisee. The entire technology developed in-house and powered by Microsoft AX ERP and Microsoft Dynamics CRM.

IMAGES MOST ADMIRED FASHION RETAIL PROFESSIONAL OF THE YEAR



**SHAILESH CHATURVEDI**

Received by:  
Shailesh Chaturvedi, Chief Executive Officer, Tommy Hilfiger India

Presented by:  
Amitabh Taneja, Chief Convenor, India Fashion Forum; Kabir Lumba, Chairman, IFF and MD, Lifestyle International, Amit Maheshwari, CEO, Exclusively.com

*A renowned industry thought leader in developing premium brands in India, Shailesh has been heading Tommy Hilfiger business in India for the last 10 years. The success of Tommy Hilfiger’s business in India under his stewardship has resulted in many recognitions including several awards as ‘The Most Admired Premium Lifestyle Brand’ in India at the Images Fashion Awards (IFAs). This year again Tommy Hilfiger emerged the ‘Most Admired Fashion Brand of the Year: Men’s Westernwear’.*

*Shailesh has launched and developed some of the biggest brands in India including Tommy Hilfiger, Esprit and brands of Madura Garments including Louis Philippe, Van Heusen and Allen Solly. Success with Tommy Hilfiger assignment has led to his selection into Business Today magazine’s prestigious annual list of top 10 young CEOs in India in Feb2009. The CNBC channel also featured him in ‘The Young Turks in India’ series in April 2008.*

*Shailesh’s earlier stint was in leading the Asia Pacific Wholesale-Business of Benetton Plc, Italy. Based out of Hong Kong, this responsibility of leading Benetton Group business of 12 APAC countries honed his international fashion business skills. Before this stint in Hong Kong, Shailesh had worked for 13 years with*

*the Madura Group, the Indian arm of the British Coats Viyella group. In a pioneering role within which he had also set up the international brand’s business of Madura Garments and was responsible for strategic tie ups with international brands for their entry into Indian market, including the tie up with Esprit brand from Germany for its launch in India in yr 2005. He had also handled the business responsibility of several premium brands of Madura Garments as its General Manager – Marketing. These included brands like Louise Philippe, Van Heusen and Allen Solly.*

*He was the Co-Chairman of the IRF in 2013 and before that in November 2008, Shailesh was selected as an executive committee member of ‘India Fashion Alliance’.*

*Shailesh has a Bachelor’s degree in Engineering and had also completed his Master’s in Business Administration from Bombay University in the year 1992. Shailesh finds timeless inspiration from an eclectic mix that includes the Bhagwad Gita and the works of management thought leaders like Peter Drucker, Deming, Jack Welch, and Steve Jobs. His fashion inspiration comes from, but of course, Tommy Hilfiger and his perspective on bigger movements from Charles Darwin’s Theory of Evolution.*



Presented by: Amit Maheshwari, CEO, Exclusively.com



MEN'S WEAR:  
DESIGNER OF THE YEAR

**KUNAL RAWAL**

*Kunal is like a breath of fresh air in the men's fashion scene. His designs have draped the tallest in society and Bollywood; and he himself has grown immensely in stature.*

WOMEN'S WEAR:  
DESIGNER OF THE YEAR

**PAYAL SINGHAL**

*Payal is the most popular and the highest contributor in exclusively.com's women's wear category, her designs are fresh and modern. She has been associated with Exclusively.com right from its inception.*



TAKING INDIAN FASHION TO A  
GLOBAL PLATFORM

**FALGUNI & SHANE PEACOCK**

*India's famous fashion designer duo Falguni Peacock and husband Shane Peacock have achieved great success in the industry, their popularity is not just limited to the indian fashion circle, but has gone global. They have Hollywood celebrities strutting their unique dresses. Jennifer Lopez, Katy Perry, Rihanna and Madonna are just some of the big names the pair have worked with.*



MOST PROMISING DESIGNER

**NIKHIL THAMPI**

*Nikhil is the most promising debutant on Exclusively.com. In a short span of time, he has gained much popularity on the site both in terms of sales and searches. Exclusively.com's customers cannot stop asking for more from his collections.*



Presented by: **Amitabh Taneja**, Chief Convenor, India Fashion Forum;  
**Sunjay Guleria**, Co-Founder, Exclusively.com; **Abhishek Passi**, COO, Exclusively.com;



MOST POPULAR DESIGNER

**PRIYANKA & ANKUR MODI**

*The designer is Exclusively.com's; biggest contributor in terms of both GMV and units sold.*

BEST INDIAN BEAUTY BRAND  
 RECOGNISED INTERNATIONALLY

**FOREST ESSENTIALS**

*A luxury beauty brand of Indian origin, which has established its footprints across the globe and is recognized for its remarkable contribution to Ayurvedic beauty products. Forest Essentials believes that beauty products are "food for the skin".*



BEST STYLIST

**AMI PATEL**

*The best known stylist amongst the Bollywood fraternity, she has closely worked with Exclusively.com, styling some of the most renowned celebrities.*

BEST FASHION BLOGGER

**LOVE & OTHER BUGS**

*With the largest number of followings and a very fashion relevant content, Love & Other Bugs has gained popularity in all genre of people.*

