



# IMAGES FASHION AWARDS 2018

The 18th edition of the IMAGES Fashion Awards powered by Stylumia rolled out the red carpet for some of Indian fashion retail's most illustrious names. Attended by India's most prolific luminaries from the fashion fraternity, IFA 2018 recognised the achievements of outstanding fashion brands and retailers across 22 unique categories.

The categories in IFA 2018 were adjudged by four distinct jury panels – a Business Jury, the Presentation-based Awards Jury, the Tech Implementation Awards Jury, and one for the IMAGES Fashion Success Story of the Year: Mall + Retailer Collaboration category.

The night of the awards, on the second day of the India Fashion Forum 2018, commenced with a stellar performance by nouveau Bollywood playback sensation Apeksha Dandekar, after which emcee Sophie Choudry and Anish Trivedi kicked off the award ceremony for IMAGES Fashion Awards 2018 with the presentation-based awards

Adidas was the big winner of the day, calling it a night with 3 awards – Most Admired Profitable Design Concept of the Year: Retail Design and VM, IMAGES Most Effective Marketing and Promotions Campaign of the Year, and the first





## SPECIAL FASHION SHOW BY DEAL JEANS



runners up for IMAGES Fashion Success Story of the Year. Bata, Tommy Hilfiger, Myntra and 1 India family Mart were the other stars of the night winning two awards each.

The Grand Jury Chairman for IFA 2018 was B S Nagesh, Founder, TRRAIN. The jurors for this set of honours included Bijou Kurien, Strategy Board Member, L Catterton Asia Holdings; Debashish Mukherjee, Partner & Head - Consumer and Retail Industries, A T Kearney; Dr. Amrut Sadachar, Auburn University, USA; Dr. Ann Marie Fiore, Iowa State University, USA; Dr. GHS Prasad, NIFT, Hyderabad; Dr. Linda S Niehm, Iowa State University, USA; Dr. Sanjukta Pookulangara, University of North Texas; Dr. Sushil Raturi, NIFT, Mumbai; Jesper Nielsen, Founder, Amazing Jewellery, Denmark; Joseph Leftwich, Director, Retail Management Consultants, UK; Martin Nordlund Jenen, Partner & Director, Monili Jewellers Dubai; Rahul Singh, Founder, The Beer Café; Siewspah D Buhroy, NIFT, Shillong; and Vikas Gupta, CEO, ITC (LRBD).



## BUSINESS AWARDS

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

**TOMMY HILFIGER**

- >> 340 sales points with pan India presence.
- >> Retail space grew by 23% over previous year.
- >> Sales turnover grew by 20% over previous year.
- 19 stores (with an average size of 2,000 sq.ft.) touched the magical ₹1 crore mark during the year.

**NOMINEES:**

- ★ Jack & Jones ★ Louis Phillippe ★ Parx



Presented by:  
**Dr. Sibichan Mathew**, Professor, NIFT  
Received by:  
**Team Tommy Hilfiger**



Presented By:  
**Ganesh Subramanian**, Founder & CEO, Stylumia  
Received By:  
**Pashmi Shah, Neetu Luthra, Sumit Suneja, Zain Shaikh, Priyaranjan Manay** and team Bestseller

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

**VERO MODA**

- >> 302 sales points with pan India presence.
- >> Retail space grew by 9% over previous year.
- >> Sales turnover grew by 30% over previous year.
- >> Accumulative sell through of 90%, like to like growth of 25% in the overall business.

**NOMINEES:**

- ★ AND ★ Deal Jeans ★ Madame ★ Only

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

**Pepe Jeans**  
LONDON

- >> In a period of 1 year the brand has increased the LFS stores from 51 stores in 2016 to 111 LFS stores in 2017, thereby establishing a strong presence in the kidswear segment.
- >> Retail space grew by 58% over previous year.
- >> Sales turnover grew by 65% over previous year.

**NOMINEES:**

- ★ 612 League ★ Tommy Hilfiger



Presented by:  
**Ganesh Subramanian**, Founder & Ceo, Stylumia  
Received by:  
**Sharad Nigam**, Head - Retail; **Himanshu Pant**, AGM - Distribution, Pepe Jeans India Ltd.

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

**TOMMY HILFINGER**

- >> Available in 340-plus points of sale in 60 cities in India.
- >> Retail space grew by 23% over previous year.
- >> Sales turnover grew by 20% over previous year.
- >> 19 stores (with an average size of 2,000 sq.ft.) touched the magical ₹1 crore mark during the year.

**NOMINEES:**

- ★ Deal Jeans ★ Lee Cooper ★ Numero Uno ★ Only
- ★ Pepe Jeans London ★ Spykar ★ Tommy Hilfinger



Presented By:  
**Vishal Mirchandani**, CEO - Retail & Commercial, Brigade Group  
Received By:  
**Team Tommy Hilfinger**



Presented by:  
**Vishal Mirchandani**, CEO - Retail & Commercial, Brigade Group  
Received by:  
**Nandan Prasade, Sumit Joshi, Haresh Kedar, Takshil Shah, Vishal Rai and Team Puma**

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



- >> 3,480 sales points with pan India presence.
- >> Retail space grew by 32% over previous year.
- >> Sales turnover grew by 25% over previous year.
- >> Most significant milestone was the launch of Suede Gully - a music video pioneering the largest movement in street culture in the country. This is the first time a global brand has launched a multi-lingual music video in India, giving this channel for consumer engagement a fresh spin.

**NOMINEES:**

- ★ Adidas ★ Alcis

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



Presented by:  
**Julie Woodhead**, Former Buying Head Arcadia Group House  
Received by:  
**Jayesh Savla, Madhu Kannan, Devendra Singh, Pranal Sawant and Team TCNS (W)**

**NOMINEES:**

- ★ Global Desi ★ Neeru's ★ Sabhyata
- ★ Shree - The Indian Avatar



# BUSINESS AWARDS

## IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: FOOTWEAR

# Bata

- >> 1,725 sales points with pan India presence.
- >> Retail space grew by 9% over previous year.
- >> Sales turnover grew by 7% over previous year.

### NOMINEES:

- ★ Adidas Originals
- ★ Charles and Keith
- ★ INC 5
- ★ Metro
- ★ Puma



Presented by:  
**Bhavik Jhaveri & Ankur Joshi**  
Received by:  
**Sandeep Kataria, CEO, Bata India Ltd. and Team Bata**



Presented By:  
**Martin Nordlund Jenen, Partner & Director, Monili Jewellers Dubai**  
Received By:  
**Akash Kumar, Micky, Satish Puranam, Vivek Thilakan and Team Landmark (Lifestyle)**

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



- >> The brand is celebrating its 12 years presence in India and today has over 210 stores across 90 cities.
- >> Retail space growth of 25% over the previous year.
- >> Growing at 25% CAGR making it the most profitable mono-fashion brand in the country.
- >> 8% same store growth

### NOMINEES:

- ★ Central
- ★ Lifestyle
- ★ Shoppers Stop

## IMAGES MOST ADMIRED AFFORDABLE FASHION RETAILER OF THE YEAR



- >> Currently have 256 stores located across India.
- >> Retail space growth of 21% over the previous year
- >> 13% sales growth over the previous year
- >> Rolled out "Mission Happiness" - Net Promoter Score system using voting machines at cash counters in 87 stores in 2016 which further got extended to full network in 2017, established a dedicated call centre to speak to customers and also received in bound calls for various queries/grievances. 98% of customer complaints are resolved in less than 48hours.

### NOMINEES:

- ★ Bata
- ★ Neerus
- ★ V-Mart



Presented by:  
**Bijou Kurien, Strategy Board Member, L Catterton Asia Holdings**  
Received by:  
**Sandeep Mistry, Head, IT, Pantaloons; Vijay Verma, Program Manager, Pantaloons**

IMAGES MOST ADMIRER RISING STAR OF THE YEAR



- >> The journey started at the initial stage retailing through small MBO shops and over the years the retailing experience has transformed its presence in organized retail through Large Format Stores and online presence which has helped the brand to grow much faster. Presently, the brand retails through space area of 36,029 sq.ft., which comprises all verticals and 945 sales points.
- >> Retail space grew by over 100% over previous year.

- >> Becoming the leading users of Liva, the fluid fabric, to emerge as leaders in the world of women's apparel and had an almost 1,500 percent growth in demand for their garments. Due to this rise in demand production of 250,000 garments per month as opposed to just 15,000 garments a month in FY14. On their way to becoming the absolute top consumers of Liva fabric in the world!
- >> Currently have 40 sales points
- >> Retail space grew by over 100% over previous year.
- >> Sales turnover grew by 62% over previous year.



Presented By:  
**Maura Regan**, Executive Vice President, Lima

Received By:  
**Sameer Patel**, Founder & Chairman; **Apeksha Patel**, CEO and **Team Deal**

Presented By:  
**Maura Regan**, Executive Vice President, Lima

Received By:  
**Sandeep Kapoor**, Chairman & MD, **Sheetal Kapoor**, Joint MD and **Team Shree**

**NOMINEES:** ★ Easybuy ★ Neerus ★ Sabhyata ★ Truffle



Presented By:  
**Amitabh Taneja**, CMD, IMAGES GROUP

Received By:  
**Mohit Goyal**, **Kadambari Gupte**, **Nandini Garg**, **Vaani Kapoor** and **Team House of Anita Dongre (AND & Global Desi)**

IMAGES MOST ADMIRER FASHION COMPANY OF THE YEAR

HOUSE OF ANITA DONGRE

- >> Anita Dongre has been at the forefront of fashion for over 20 years, having created one of the most successful fashion houses in India. Launched in 1995, the House of Anita Dongre comprises a portfolio of brands namely AND, Global Desi and Anita Dongre, Grassroot, Pinkcity.
- >> 1,000+ retail points across the country.
- >> 280+ exclusive brand stores.
- >> 2,800+ employees across the country.
- >> US\$ 100 million + projected turn over for FY 2017-18.
- >> CAGR of 15%+ over the last 3 years.

**NOMINEES:**

- ★ Being Human Clothing ★ Bestseller India ★ Neerus Ensembles Pvt. Ltd. ★ Pantaloons ★ Pepe Jeans London



## BUSINESS AWARDS

### IMAGES MOST ADMIRED FASHION FORWARD RETAILER OF THE YEAR



- >> Currently have 38 stores located in Uttar Pradesh, Bihar & Uttarakhand
- >> Retail space grew by 55% over previous year.
- >> Sales turnover grew by 49% over previous year.

#### NOMINEES:

- ★ Aggain ★ Prestige Fashions ★ V-Bazaar



Presented by:  
**Bijou Kurien**, Strategy Board Member, L Catterton Asia Holdings  
Received by:  
**J P Shukla**, CEO, Nysaa Retail, 1-India Family Mart

## PRESENTATION AWARDS

The 18th edition of the India Fashion Forum featured a brand new addition to the award categories. Christened as The Presentation Awards, they recognised the efforts of brands and retailers across 5 core categories that are mentioned below:

- >> **The Most Valuable Fashion Startups**
- >> **Most Profitable Design Concepts**
- >> **Most Effective Marketing and Promotion Campaigns**
- >> **Most Exciting Innovations**
- >> **Most Effective Tech Implementations**

The sessions involved video presentations by various brands and retailers that was followed by a round of Q&A with a panel of distinguished judges. The bench of judges included Joseph Leftwich, Director, Retail management Consultants, UK; Martin Nordlun Jenen, Partner and Director, Monili Jewellers, Dubai; and Professors Dr. Anne Amrie Flore and Dr. Linda S Niehm from Iowa State University amongst others.

A full report of each of the concepts showcased by the winners as well as the the nominees are detailed in the pages that follow.



**IMAGES MOST ADMIRIED PROFITABLE DESIGN CONCEPT OF THE YEAR:  
RETAIL DESIGN & VM**

Presented By:  
BS Nagesh, Founder, TRRAIN



Received By:  
Rohan Ladha, Priyanka Arondekar – Team Adidas

**Adidas – adidas Homecourt Store at Express Avenue Mall, Chennai**

The Homecourt concept is all about the spirit of sports – the thrill of a sports event and the frenzy of a fan. As the name suggests, Homecourt is an inspiration directly from the place where every sports person's heart belongs to – the stadium. Spread over more than 7,500 sq.ft., the store design gives consumer the feeling of being in a stadium, even encompassing a mini football stadium inside and features three major zones – the experience zone, the lounge area and the print shop. The experience has helped the store emboss itself as one of the top 5 most profitable stores in India with a business of about ₹80 lakhs every month.



Received By:  
Vikas Bissa, Shradha Kurup, Mohit Dhanjal, Sanjeev Rao, Leela Hara Krishna – Team Raymond

**The Raymond Shop - Mini TRS**

Spread over 800 sq.ft., The Raymond Shop Mini TRS is a new retail store concept featuring modular designs and best global retail practices with local execution capabilities and an integrated digital omni-channel capability. The TRS stores requires optimised investment, around one third of a normal store and reduces project time from 75 days to less than 30 days. The first Mini TRS was launched on 25th March 2017 at Bitha, Bihar and 70 more stores were rolled out in the last 11 months earning the distinction of fastest roll out of stores in Indian fashion retail history.

**IMAGES MOST ADMIRIED  
PROFITABLE DESIGN CONCEPT OF THE YEAR:  
FASHION LINE**

**WILLS  
LIFESTYLE**

Received By:  
UMMED SINGH, Head - Marketing, Wills Lifestyle



**Wills Lifestyle – The Elements Collection**

The Elements collection was an ode to the elements – Earth, Water, Fire, Air and Space and featured a unique set of stories, coming alive on high quality fabric with innovative offerings, inspired by the many moods of these elements. Starting with the Water collection, the brand shelled out a new collection every two months. While the Water collection enjoyed a 55 percent sell through in 60 days, the Earth and the Fire collection enjoyed a 68 percent and 48 percent sell through respectively in 60 days.



## A LOOK AT THE OTHER DESIGN CONCEPT FINALISTS:

### BATA-RED CONCEPT

The core concept of the strategy was to bring swagger to Bata, delight shoppers with an easy and inspiring shopping experience and emboss the concept that product is king. Hitherto, 5 stores with this concept have been launched, with the store in South City Mall, Kolkata, being the largest in east India with 10,000 sq.ft., area. The concept resulted in an increase of 15 percent in stores, 5 percent in footfall, 15 percent in sales per sq.ft., and 10 percent in ASP. A global concept with design concept from Italy, Bata aims to roll out about 100 stores by the end of 2018 in India.

### SHAZÉ-GO BOLD COLLECTION

Defined by modern aesthetics, the Shazé Go Bold unique designs go beyond the ordinary to create collections that are trendsetting the world of fashion. The collection encompasses necklaces that are handmade, light and are manifestations of an attitude that is anything but predictable. The brand's supporting campaign #subtleisdead also witnessed significant momentum in social media.

### LIFESTYLE-THE 'LIVE STORIES' MNEMONIC

Lifestyle's festive VM design, the 'live stories' mnemonic replicated the lively social media feature, togetherness and helped engage and interact with the youth demographic. Use of kinetic lights - which is a synchronised motion of lights along with music is an innovative technology and used for client engagement. The addition of some decorative focus lights on top of key clusters keeping in line with the festive feel was instrumental in connecting with customers.

### BEING HUMAN-CONCEPT STORE, SEAWOODS

As a big store, standing as tall as 19' and 38' wide and covering an area of 2,558 sq.ft., the store displays a unique concept wstructure and the concept of old French windows opening on to a balcony gives it a very French mood. The interior is designed in a way to give the feeling of an under constructed building. The track lights add to the raw and robust feel of the design.

### THE RAYMOND SHOP-TECHNO STRETCH

The Raymond Metamorphosis Windows (or Live Windows), created across 650 stores in India, were one of the mediums of the campaign that sought to demonstrate three features of the Raymond Techno Stretch collection - the comfort, the stretch and the technology. Growth of 120 percent recorded at the stores with Live Windows and 85 percent at the other stores. It also registered over 33,600 video views on Facebook, over 6,800 views in Instagram and 2.2 lakh views on Youtube.

### MYNTRA-THE FREELANDER COLLECTION BY ROADSTER LIFE CO

The Frelander collections feature laid back utilitarian casuals in nature inspired palettes and enhanced textures and heavy washes. Redefining modern essentials it is tailored for everyday functionality with both its men's and women's range. Launched on September 2017, it sold 1.6 lakh units generating about ₹1.5 crores revenue with 40 percent gross margin. The brand marketing metrics also witnessed a 48 percent rise in Google searches, 25 percent rise in brand contribution to Myntra, 22 percent rise in customer acquisition, 13 percent rise in repeat customers, and 20 percent baseline review in brand revenue.

### W-THE SIGNATURE ALLDAYDRESS

W's The Signature AllDayDress is all about making a statement. The campaign aimed to promote four key looks - the Statement Workwear, the Signature AllDayDress, the Perfect Fusion Look and the Urban Social Style. Promotions also included store windows and focal key points. The brand registered a significant popularity of the promoted collections which resulted in footfall and good sales.

### THE RAYMOND SHOP-TECHNO STRETCH

Touted as the world's smartest fabric, Raymond Techno Stretch features four unique properties - UV protection, water repellent, easy care and natural stretch. It is crafted for the smart traveller - people who are always on the move and are in need for a comfort fabric with excellent features catering to all the needs of the consumer. Designed across all suiting categories like trousering, suit, jacket, with blends in Polywool, Poly viscose, 130's, 90's wool grade, Techno Smart provided a business of ₹80 crores in the year 2017, across all categories in suiting business.

### BATA-PATA PATA

Bata sold about five lakhs units of the Pata Pata flip-flop collection in the last year. The premium range of flip-flops is inspired from Indian culture and the Masala range features authentic native motifs, patterns and folk colours, showcasing the rich heritage of the country. Launching a new collection every season, Pata Pata is reviving Indian art and culture with its exclusive design stories. The brand's success rests on the magical mantra of design, quality, and aggressive marketing.

**Jury:** Bijou Kurien, Strategy Board Member, L Catterton Asia Holdings; Debashish Mukherjee, Partner & Head - Consumer and Retail Industries, A T Kearney; Dr. Amrut Sadachar, Auburn University, USA; Dr. Sushil Raturi, NIFT, Mumbai; Joseph Leftwich, Director, Retail Management Consultants, UK; Martin Nordlund Jensen, Partner & Director, Monili Jewellers, Dubai; Prof. (Dr.) Ann Marie Fiore, Iowa State University, USA; Prof. (Dr.) Linda S Niehm, Iowa State University, USA.



## IMAGES MOST EFFECTIVE MARKETING & PROMOTIONS CAMPAIGN OF THE YEAR

Presented By:  
**Joseph Leftwich**, Direction Retail Management Consultants, UK



Received By:  
**Chirag Shah, Chandan Kumar, Kunal Ponda, Kushal Kulkarni, Roshni Acharya + Team Brand Factory**

### Brand Factory - Free Shopping Weekend 2.0

Brand Factory has the distinction of the first ticketed sale in India across 60 stores and 25 cities. A full fledged digital promotion was exercised which was covered exclusively by youth influencers, along with support from mainline, and PR as well. While about 2 lakh tickets got sold in the first two days, the brand received 2 crores unique reach on Facebook, 1.1 crore impressions with over 2 lakh 100 percent FB video views, 21+ lakh impressions on Google, and more than 1 crore impressions with 1 lakh link clicks on Instagram, amongst others. Brand Factory clocked two months sales in just 5 days, with about 6 lakh tickets and 35 lakh pieces sold.

Received By:  
**Rahul Malhotra**, Associate General Manager, International Business, Manyavar



### Manyavar - Naye Rishte Naye Vaade Campaign

The Naye Rishte Naye Vaade campaign, featuring brand ambassadors Virat Kohli and Anushka Sharma (Vir-ushka), to inspire and celebrate millennial couples as they lean towards meaning over mere tradition. The TVC received over 1 million views within 3 days of launch on Youtube, 20+ million views on Facebook and 2+ million views on Instagram. On Twitter, it received 6+ hours of pan India trending on the day of launch. Over all, the campaign registered 5,000+ participants, 10+ million reach and 72 million impressions along with creating a buzz amongst media power houses.



Received By:  
**Amrith Gopinath**, Brand Activation Director, Adidas Group, **Manik Dhodi**, Head Real Estate, Adidas Group



### Adidas Sports Culture promotion

In order to get more Indians to start playing sports, adidas launched an on ground property ADIDAS Uprising, as part of this activity multiple sport venues are activated in key cities and people are given a chance to get back to playing sports. A Facebook campaign was launched, which saw more than 10,000 users updating their profile pictures with the "SPORT LOOKS GOOD ON ME" frame.

Received By:  
**Prachi Mohapatra**, CMO, fbb



### FBB - Forever Kurtis

FBB's campaign highlighted the versatility of kurtis. Be it a wild party, a cultural or auspicious event with family, a first day in a corporate office, or a vibrant bet for a summer holiday, a kurti can pull it off with equal panache. The campaign adopted a 360 degree approach exercising ATL and put more focus on BTL activation, VM and loyalty programs. The return was 92 percent increment in sales of units without discounting, along with add on sales in other categories like leggings and churidar sales taking off.

## A LOOK AT THE OTHER FINALISTS:

### AND-CONSUMER INTERACTION CAMPAIGN

AND's Marketing and Promotion 2017 campaign was buttressed by four robust pillars – Carving Communication Niche, Content Customisation, Innovative Formats, Reach and Frequency Optimisation, Engagement and the very unique Online Spends and Offline Measurability. Social media has helped the brand in measuring the impact of online spends on offline sales, a feat only few brands have been able to accomplish in the country generating a revenue of 13X.

### CENTRAL-KOLKATA LAUNCH CAMPAIGN

As the last large format department store set up operations in Kolkata, a complete 360 campaign was developed to connect with the people through an emotional route. The communication was developed in Bengali and English, and Anupam Roy, noted Bengali music composer composed the music. On the day of the launch 7,000 customers turned up, 3000 people turned up only to see Disha Patani. About 10,326 walk-ins were registered on the day of the print ad, and sales in 3 days (Fri to Sun) reached ₹1 crores with 4000, Central loyalty members.

### MYNTRA-FASHION CONSUMPTION DISRUPTION CAMPAIGN

To appeal to every individual across geographies, personalisation was indispensable and hence Myntra tied up with AdGreetz to target Facebook audience with a personalised of the main TVC, resulting in 20 percent higher video completion rates. EORS – latest video had weekly views of 30+ million in just 5 days on YouTube and Facebook. Special customised approach was done in a holistic manner in West Bengal and Tamil Nadu. The EOS ROI was about 9.9, and the site registered 51 percent increase in traffic and about 15 percent increase in spontaneous recall in a span of about 15 days.

### WOOLMARK-MERINO WOOL PROMOTION

The Woolmark Company's campaign was about how Woolmark's journey from a 55 year logo to a sheep and then an Indian face along with its now famous Grown In Australia, Made In India campaign. The campaign, that featured the farm to fashion journey of Merino Wool, features Indian television actor and Wool Ambassador, Shravan Reddy and released air play in various TV channels apart from Youtube and billboards.

### FOREVER 21-VIDYA VOX CAMPAIGN AND SCREAM KUTHU CONTEST

Forever 21's campaign featured Vidya Vox, an Indo-American YouTuber and singer, in an exclusive TVC showcasing the latest Fall collection to generate conversations and strong engagement. An exclusively curated collection by Vidya Vox was for sale on Forever21.com for 3 days. Digital marketing efforts resulted in focused, high impact editorial outcomes in leading national and regional media generating an ad value of ₹1.68 crores. The sales generated on forever21.com contributed to 6 percent of the channel's monthly sales. The Scream Kuthu contest helped generate 15,094,427 Facebook followers and a consistent increase by an average of 20,000 per month followers per month; engagement rates ranged between 8 to 15 percent for these campaigns.

### THE RAYMOND SHOP-WINNING IN MANY INDIA

Drawing a new road map and shifting focus to stitch a new success story the brand focused on decentralisation and adopted the method of empowerment to redefine local store marketing. Area managers planned, researched and executed a moonshot approach to drive Point of Sales to Point of Experience. The approach included a calendar approach, with festivals and special days being celebrated at stores. The result was that store activities leapfrogged to 8,950 in 31st December 2017 in contrast to the previous year's figure of 621, along with the initiative of winning various awards like Excellence in Retail Marketing by Global Excellence Award, Best Social Media Campaign by ET Now, etc.

### JACK & JONES- THEME CAMPAIGNS TO LAUNCH COLLECTIONS

The idea behind the campaign was that if clothes should be your personality and Jack & Jones showcased it by inculcating the brand philosophy which is Don't Hold Back through a crowd sourced video. The video featured youth phenomenon and noted Indian actor Ranveer Kapoor along with four other rap artists singing along to a track written by Kapoor himself. The campaign was an instant hit fetching 2.5 million views on Facebook and 4.8 million views on YouTube within just two weeks.

### MAX FASHION-MAXYOURLOOK A/W 2017 MARKETING

Max Fashion's unique marketing strategy aimed to leverage the brand insight of Max being a fashion kitchen for customers to mix and match fashion. The #MaxYourLook campaign aimed to talk to consumers through all touch points and the company also partnered with Elle to showcase various Max looks to its consumers, a step that induced more than 45,000 customer trials with over 22,000 looks uploaded across 800 cities. In store, the transition was to sell looks than products. The result was 18 million reach with 16.7 million Facebook and YouTube hits, 30 percent increase in sales contribution in 18 to 24 years customer segment. A 25 percent increase in sales contribution was registered for the customer bracket 25 to 32 years and store visit and customer transactions leapfrogged by 22 percent and 25 percent respectively. As a whole the campaign helped the company achieve 32 percent growth in sales.

### PUMA-SUEDE GULLY

Street Gully is Puma's efforts to promote its suede collections that has been winning hearts world over since 1968 and establish suede as synonymous to the Indian street culture. The campaign showcased a massive collaboration of artists - 7 street artists, 8 rappers, 36 dancers. The trailer and the narrative that was released made 49 million impressions, 1.6 million page views, and 3,000 shares on average. With the entire video launched, it enjoyed 20 million total reach with 6 lakh engagements with 2 minutes average view duration in YouTube worldwide.

### LIFESTYLE-CELEBRITIES & CUSTOMERS ENGAGEMENT TO SET TRENDS

Lifestyle showcased two campaigns #TestedByTiger for Forca featuring actor Tiger Shroff and #ImperfectlyPerfect for Ginger that features girls from different walks of life celebrating their uniqueness and take head on the deep rooted discrimination that they face every day. While #TestedByTiger garnered 23.3 million impressions, 9.77 million views and 6.7 million engagement along with organic trending of 3 days and 8 hours on YouTube and Twitter, #ImperfectlyPerfect campaign garnered 11 million impressions, 4.65 million video views and 1.1 million engagement and trended 7 hours organically on twitter.

### W-FESTIVE DRAMA

W Festive Drama campaign included two collections – The Mughal Gown and Metallic Muse. The campaign manifested itself in different space, categories and platforms, including print media, retail marketing, PR, digital, billboards, etc. In store activities included, VM, magnetic tent cards, key focal points, store branding, etc. The brand also exercised rigorous digital promotion including social media and made various associations with fashion media, influencers, celebrity stylists, journalists, et al.

### JOHN PLAYERS-KEY TO LIFE

John Players campaign decided to give their TG, which is aspiring young men who love to travel, an opportunity to live out their dreams of travel. The campaign included signing them for a lucky draw a motorcycle to be won from each of the 154 participating stores across the country and a mega price of SUVs if they were to refer four friends. In the 45 to 60 days that the campaign lasted, the brand acquired 44,806 new customers and retained 7,312 2 customers that generated business worth ₹9.12+ crores and ₹4.66+ crores respectively. The campaign also included radio campaign and influencer engagements with RJ activation at 3 stores in Delhi, Noida and Gurugram.



## IMAGES MOST ADMIRIED FASHION INNOVATION OF THE YEAR

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



Received By:  
**Manohar Kamath**, CXO & Head, Myntra  
**Rajesh Vishram Narkar**, Vice President - Brand Management, Myntra  
**Suraj Kiran Baadkar**, Senior UX Designer, Myntra  
**Rohit Jain**, Senior Director & Chief of Staff, Myntra

### Myntra - Vorta

Vorta is Myntra's data driven Intelligent Fashion initiative. It is reimagining the conventional fashion designing and manufacturing process by using advanced Data Analytics and Artificial Intelligence to create fashion – infusing global fashion trends with global retail data into valuable fashion insights. Myntra has buttressed on this AI engine to build two of the most profitable and fastest growing brands for Myntra: Moda Rapido and Here & Now.



**Birla Cellulose**  
Fibres from nature



Received By:  
**Rajesh Pahuja**, Deputy Manager - Branding & Communication, Birla Cellulose; **Rishi Sharma**, General Manager & Head - Digital Marketing, Birla Cellulose; **Uday Khadilkar**, Vice President & Head - Supply Chain, Birla Cellulose

### Birla Cellulose - Liva

Liva stands for the high quality fabric made using natural cellulosic fibres of Aditya Birla Group, delivered through an accredited value chain. Unlike other fabrics which are boxy or synthetic, Liva is a soft, fluid fabric which falls and drapes well. Liva is increasingly becoming the numero uno choice of fashion brands since its launch. In Spring Summer 2015, the fabric was used in about 18.5 lakh garments in 12 brands that jumped to 20.5 lakh garments and 16 brands by Autumn Winter 2015. The year 2016 witnessed 69 lakh garments by 22 brands in Spring Summer and by Autumn Winter 2016, about 30 brands adopted Liva bolstering the count to 85 lakh garments. W, Biba, Lifestyle, Aurelia, Van Heusen, Solly, Wills Lifestyle, Reliance Trends, et al., are a few names that trust Liva now.

## THE OTHER NOMINEES:

### BROADCAST WEARABLES PVT. LTD.: INDIA'S TOUCH ENABLED T-SHIRTS

Broadcast Wearables Pvt Ltd., showcased two innovations – non-interactive and interactive LED fitted t-shirts. The t-shirts have an LED panel sandwiched between layers of cloth, connected via a bluetooth chip and battery. While the non-interactive ones feature a few preset designs in LED display, the interactive ones can be synced with mobile phones for preferred designs and slogans. These highly durable and washable t-shirts, also works as a fitness tracker, keeping count of the steps taken, floors climbed, calories burnt and as a cycling jersey, with headlights and indicators essential in the dark. These 90 percent made in India t-shirts even act as navigation devices via a vibrating mechanism.

### THE RAYMOND SHOP: RAYMOND KHADI

The Raymond Khadi concept was taken as a contribution towards India's diverse craft heritage by supporting artisans with employment opportunity. Raymond Khadi is a differentiating product which was possible by working hand in hand with artisans throughout India to share design knowledge and also to upgrade their skills. As such, the product endeavour signifies the value addition done to the product and the value chain making it a sustainable choice as per the market trend. As of now, Khadi in wool, silk, cotton, wool blends, cotton blends and silk blends in product categories like trousers, shawls and scarves and jackets.



## IMAGES MOST VALUABLE FASHION STARTUPS OF THE YEAR

The awards coronated some of the most valuable and unique fashion startups of the year 2017. All the 10 nominees had 2 minutes to present their brand, which was followed by a 2 minute Q&A round by the jury.

Awards Presented by:  
**MUKUL BAFNA, CEO ARVIND INTERNET**

### WINNER

6DEGREE<sup>o</sup>

6Degree is a talent platform for fashion professionals including students, bloggers, employers, designers and photographers. Founded in 2014 by Nikhil Hegde and Amit Bhardwaj, the fashion start-up works on the theory of 'Six degrees of separation', that everyone is within six or fewer steps away. The platform serves as a place where fashion professionals can showcase their work online and offline, discover other like-minded professionals, network and grow their business within the fashion community. 6Degree provides plethora of products and services entailing online fashion platform, dedicated fashion job portal, fashion event associations and an end-to-end brand consultancy service for fashion professionals.



Received by:  
**Nikhil Hegde**, Co Founder, 6 Degree

### 1ST RUNNER-UP



Received by:  
**Saroja Yeramilli**, Founder & CEO, Melorra

Melorra designs jewellery for the Western wardrobe. Melorra's global trend-spotters spot the styles that'll make the cut for today's fashion scene across global runways like Paris and Milan, which its international design team interprets to create jewellery. The brand's jewellery is available in all shades of gold – yellow, white and rose along with gemstones in sync with fashion colours of the latest season. Melorra brings you an endless palette of colours in the world of semi-precious gemstones which include cultured and freshwater pearls.

### 2ND RUNNER-UP



Received by:  
**Arvind Saraf**, Founder, Wishbook

Wishbook allows you to grow your B2B business from your phone or laptop. Listed by CIO review as one of 20 most promising Saas Providers of India in 2017, it is a catalog app which intends to digitise fashion/apparel catalog distribution and sales process. B2B Catalog/Sales App allows digital catalog sharing from manufacturers to distributors to wholesalers to retailers, and enables sales persons to show catalogs, take orders and file daily reports. This is mobile and web based app which will replace the printed catalog books that are expensive and slow to share. Faster feedback on the styles and their movement allows the manufacturer to better plan repeat production.



## LET US TAKE A LOOK AT OTHER NOMINEES:

### PAUL ADAMS

Paul Adams believe that art is a reflection of one's inner self, attitude and style. In line with this, the brand features a unique line of bags and accessories with actual handmade abstract designs from a panel of artists across India. The products are a reflection of modern lifestyle and are designed with the sole motto of – The New You, which also is the brand motto. As of now, Paul Adams is available on Amazon and soon plans to expand via SiS format in reputed malls.

### CARPENTER JEANS

Carpenter Jeans was created as an Indian brand that can carve a niche in the global platform. A man's casual wear specialist created for the price sensitive Indian market, the USP of the brand is its uber chic designs and pocket friendly prices. The core motto of the brand is to deliver a great product at a great price.

### QUESTERRA

A pioneering and innovative platform, Questerra seeks to bridge the gap between the need for, and supply of, culturally aware professionals in today's society. With the advent of today's geo-political issues, a shrinking world, and global market places, it's imperative to have cross cultural knowledge on issues related to your industry. Questerra focuses on in-depth and well researched tour itineraries, capable and knowledgeable tour mentors (from the same industry distinguished professional), and high impact networking among other aspects to create a tour that is a mix of work and play. Questerras' tours are designed to instigate curiosity, feeding it with inspiration and quenching it with sheer passion.

### MORIKO

Moriko Organic is a 100 percent GOTS certified organic clothing web-store aimed at the gaining popularity and growing interest of environment-friendly fabrics. The genesis of Moriko Organic, (pronounced Moh-Ree-Ko, which is Japanese for 'Child of the Forest'), began when its founders started taking note of the rapid deterioration of the ecological balance. As the environment deteriorates, the worst damage is being caused to young children who are the future of this planet. Catering exclusively to organic clothing for kids, the logo signifies healing and protection.

### X PLUS DERNIER CRI

X Plus Dernier Cri is a one stop online solution provider for all needs pertaining to plus size fashion. The portal focuses only on the plus size segment and harbours a slew of variety for men, women and kids. A product of iFocal Solutions Pvt. Ltd., X Plus Dernier Cri was drawn from a French word 'Dernier Cri' which means 'The Very Latest Fashion'. The beta version was introduced in June, 2017 before fully going operational from 1st October, 2017. X Plus Dernier Cri has been launched keeping focus on the niche market and to serve the requirements of the targeted audience as per their needs, which was indeed a very tough task till now for many consumers.

### MONROW

Indian women have broad feet. Most brands in the market, especially in the heels segment are not made for broad feet, making the choice very limited. The idea of Monrow flourished in an attempt to bridge this gap with fashion and comfort. The brand's super comfortable products are buttressed by extremely flexible soles and an added support of 4mm soft foam under the heel and toes.

### MERRY KÄUFER

Merry Käufer is India's first platform providing the luxury of hiring a personal stylist at the ease of your doorstep. The brand aims to personally consult and solve styling queries of men and women, to help them look great and feel more confident about themselves.

Whether one needs a wardrobe makeover or to attend an event it has styling services for all styling needs including, Wardrobe Styling, Event Styling, Wedding Styling, etc. Merry Käufer's personal stylists are professionals certified by top fashion institutes of India. They help to create the image that one wants to present to the world, letting them be within their comfort zone.

**Jury:** Arun Gupta, MD, Ingenium Advisory; Ashish Dhir, Wisedge; Joseph Leftwich, Director, Retail Management Consultants, UK; Martin Nordlund Jenen, Partner & Director, Monili Jewellers Dubai; Mohit Vohra, Managing Consultant, PwC; Prof. Sibichan Mathew, NIFT; Prof. Linda S Niehm, Iowa State Univ, USA; Siewspah D Buhroy, NIFT; Vikas Gupta, CEO, ITC (LRBD); Hemant Sood, Business Strategist; Prof. Elena Karpova, Iowa State University (ISU) Dept. of Apparel Events & Hospitality Management.



## IMAGES MOST EFFECTIVE TECH IMPLEMENTATION OF THE YEAR: IN- STORE TECHNOLOGY ADOPTION

# AND

### NOMINEES:

★ Arvind Internet - Levis ★ Pantaloons

Presented by:

**Arun Gupta**, MD, Ingenium Advisory

Received by:

**Mohit Goyal**, Marketing Head, AND & Global Desi; **Kadambari Gupte**, Deputy Manager - Public Relations, AND & Global Desi; **Nandini Garg**, Deputy Manager - Brand Communications, AND; **Vaani Kapoor**, Stylist, AND



### Challenges:

1. Access to inventory across various stock points.
2. Loss of sales due to unavailability of specific sizes or styles in store.
3. Delay in resolution of consumer complaints
4. Contribution of social media advertising spends to offline sales not measurable.

### Solutions

5. Area and Cluster leads were provided with direct access to warehouse stock under 'Auto Replenishment System', so that they can pre-order replenishments at the touch of a button through the tabs provided to them.
6. Implementation of omni-channel solution that consumers can utilise via tabs provided in stores. Free home delivery, COD, and free returns were offered to bolster the service. It also allowed the brand to offer an endless aisle experience to consumers. In some stores, contribution from omni-channel was as high as 3 percent within the first two months of implementation.
7. Conversations from multiple platforms were consolidated into a single platform using Simplify 350 tool. WhatsApp, Instagram, Twitter and other consumer friendly messaging apps were added to pre-existing modes of phone calls, SMS-s, etc. The result was that 90 percent conversations are now responded within 2 hours.
8. Integration of CRM data with FB audience, thereby creating a 360 view of consumer segments. This allowed the brand to create customised campaigns and serve them seamlessly across all channels. ROI on social spends was pegged at 13X.



Presented by:

**Arun Gupta**, MD, Ingenium Advisory

Received By:

**Manohar Kamath**, CXO & Head, Myntra; **Rajesh Vishram Narkar**, Vice President - Brand Management, Myntra; **Suraj Kiran Baadkar**, Senior UX Designer, Myntra; **Rohit Jain**, Senior Director & Chief of Staff, Myntra

### NOMINEES:

★ Arvind Internet-Soch ★ Raymond

## IMAGES MOST EFFECTIVE TECH IMPLEMENTATION OF THE YEAR: CUSTOMER EXPERIENCE TECH IMPLEMENTATION



### Myntra

Myntra seeks to create a hassle free return process for genuine customer by automating the return case evaluation without manual intervention of the customer care department. The solution they introduced was SABRe, a machine learning built in-house, which takes into account multiple dimensions of the return right from the customer, the product, logistics and all related elements to generate a probability of it being a genuine return or a non genuine return. The technology has made returns hassle free for 95 percent of its consumers, with reduction in number of quality checks and customer care interactions.

The second technology that Myntra implemented is 'Sentient' that helps change the manual and reactive way the contact center handled different channels that customers leveraged to raise queries. Sentient is a bot that understands the customer's voice, and utilising customer interaction from all the channels creates a dashboard for Myntra in terms of what is happening and which cases are being escalated. The bot can also convert voice into text, even sense consumer emotions, and predicts an auto escalation to the desks that take action. It has helped Myntra prioritise complaints within the company's network, ensure 100 percent QA of customer complaint calls and generate insight into the business.

## IMAGES MOST EFFECTIVE TECH IMPLEMENTATION OF THE YEAR: OMNICHANNEL TECHNOLOGY IMPLEMENTATION

### ARVIND ARVIND internet ▶

#### Arvind Lifestyle Brands - Arvind Internet

Arvind Lifestyle Brands experienced the three basic problems that infest most businesses – they wanted to reduce cost, increase revenue and heighten customer experience. The group's futuristic mission to connect all its modes of shopping to create a seamless shopping experience was actualised by NNNOW. NNNOW's omni-channel is powered by strong logistics at the back-end and a strong network of 1,200 stores. A customer can visit a store or skim thorough the catalogue online before he narrows down on what he wants to buy. If the chosen garment is not in stock, its availability can very well be located at the nationwide inventory using now. The customer can then either pick up the garment from a location of his choice or have it delivered to his home.



Presented by:

**Arun Gupta**, MD, Ingenium Advisory

Received by:

**Amit Sawant**, Area Manager - West; **Pratikshit Pandey**, Head Operations; **Debangini Nath**, Fashion Director; **Gerard Khan**, Head Training

## THE OTHER NOMINEES INCLUDED:

### SOCH - ARVIND INTERNET

Arvind Internet's association with Soch helped the brand to digitalise its catalogues, along with allowing customers to have a seamless visibility of stock across the chain. Soch had faced innumerable issues with its offline catalogues model in the past including high cost of content creation, along with space and distribution issues. The solution that Arvind Internet proposed was titled omni-in-a-box that ensured in creating a richer format, easier navigation, seamless distribution across all stores through a digital platform. Arvind Internet also aided Soch in integrating the different technologies that it has brought into the stores, along with infusing confidence in the store staff that in-turn has ensured customer delight. The exercise involved rigorous in-house, in-room, and on the job training for about 45 days, and featured various rewards and recognition campaigns across regional executives, area sales managers and going upto the retail heads along with aligning KPIs as to who is going to get the sale and ensuring incentive for the same. The result was 6 percent store like to like growth in the pilot region in south along with increased full price sale through.

### PANTALOONS

Pantaloons is India's leading value fashion retailer. It has 256 stores in 26 states covering an area of 3.6 million sq.ft., with 6,000+ employees. The fashion retailer was on rapid expansion mode. As a result, it wanted to improve the store team productivity. It wanted the store associates from back-office activities to spend maximum time on floor serving the customers. It introduced 4-key projects – Clique, Niyantran, Parivartan and Cynergy – to enhance customer experience and managing inventory at the stores. This helped in saving 80 percent of the back office activity time. There is better control of pricing and promotions at the store. There has been 25 percent increase in billing and cashier efficiency. And, the projects also helped in reducing the number of IT issues by 50 percent.

### ARVIND INTERNET & LEVIS

Arvind Internet worked with Levis to introduce omni-channel technology implementation across all of their stores. While working with Levis, Arvind Internet faced a unique challenge that Levis is a 100 percent franchise owned store structure. That means, the omni-channel has to be adopted seamlessly across franchisee stores, store staff and the brand. Arvind Internet's team work hand-in-hand with Levis operation's team to ensure that it is able to break down all the barriers that stopped Levis from adopting omni-channel journeys in stores and the results was visible in certain regions upto 8 percent uplift for certain stores. Arvind Internet as a partner to Levis ensured an interrelated solution that not only implemented technology but also encompassed last mile logistic services, backend CRM, store support call centre, content management and advanced analytics.

### RAYMOND

Raymond presented its loyalty program introduced by the brand to enhance customer experience through implementing Cequity ACE technology that was rolled out in 1,300 stores across every single format including the franchisee stores. The consumer was changing and he was getting more aware and discriminating in how is being engages with brands. He was seeking value and relevance in communications. Moreover, consumers relate to a brand when they are engaged across digital and traditional experiences. The adopted loyalty program helped Raymond in managing member profile, store profile, offerings and promotions at the stores, customer help desk, and reporting and analytics.





## IMAGES FASHION SUCCESS STORY OF THE YEAR: MALL + RETAILER COLLABORATION

A SYMBIOTIC PARTICIPATION BETWEEN RETAILERS AND MALL DEVELOPERS, WHERE BOTH ACTED HAND IN GLOVE TO BRING-IN CUSTOMERS AT THE MALL. THE PRESENTATION-BASED SESSION HIGHLIGHTED ON THE SUCCESS STORIES OF THE COLLABORATION WHERE-IN THEY CREATED NEW SEASONS OR REASONS TO SHOP IN THE MALL, ADDED TO THE BRICK-AND-MORTAR EXPERIENCE AND/OR DRIVE-IN CUSTOMERS DURING WEEK DAYS.

Presented by:  
**Jesper Nielsen, Founder, Amazing Jewellery**

### WINNER



#### Infiniti Mall (Malad) & Spykar

Spykar is a brand for the young. The Culture, Spykar's event resonates very well with the high octave energy that the youth actually brings in. It helps the brand to create content with the youth – the millennial shoppers – and understand what they actually want. The event takes place across different cities and locations. It has elimination rounds and this time the finale was organized at the Infiniti Mall. The 2-day event, where the brand and the mall participated to create a business opportunity for each other. It contributed in subsequent increase in sales and simultaneously it contributed to the number of footfalls at the mall.



Received by:  
**Sheldon Rodricks**, Spykar and **Gaurav Balani**, Sr. Manager, Marketing, Infinity Mall.

### 1ST RUNNER-UP



### 2ND RUNNER-UP



Received by:  
**Rohan Ladha**, Regional Manager West, Adidas India **Manish Sapra**, Senior Director, Retail, Adidas India **Rajendra Kalkar**, President, West at Phoenix Mills Ltd, **Prasad Rane**, VP Marketing, The Phoenix Mills Ltd

#### High Street Phoenix (Mumbai) & Adidas

Adidas Originals collaborated with High Street Phoenix (Mumbai) and transformed a delapidated building which was once a cooperative bank into a unique concept store. The idea of the concept store was adopted from the brand's shoe box. Located in one of the key trade zone of Mumbai, the concept store is spread across 800 sq.ft., and gets an average of 220 walk-ins on any business days and makes around 5,000 Euros per sq.mt., per annum. The merchandise is reviewed every 10-12 days, in order to give the customers a lot of new options and new range within such a unique small concept store.

#### Palladium Mall (Mumbai) & Genesis Colors

Palladium Mall is a luxury format shopping destination. The mall collaborated with Genesis Colors and organized a 5-hour luxury shopping night. The entire experience was created to elevate sales at the mall and for retailers similar to the EOSS but without diluting on the luxury experience. The result, the mall received a good impact in terms of footfalls and consumptions. The retailers clocked in ₹5 crore in 5 hours of shopping period. At the same time, Genesis Colors got a new cluster of database which were completely untapped for the retailer and now they are engaging with that pool.



Rima Pradhan &amp; Sunil Shroff Viviana Mall, Thane



Salim Roopani, Pacific Mall Delhi &amp; Vivek Thilakan, Lifestyle



Vipul Sachdeva, Inorbit Mall &amp; Vikas Bissa, Raymond



V. Muhammad Ali, Prestige Group-Mall Division



Gopinath R, Arvind Lifestyle &amp; Rajendra Kalkar Palladium Mall

## THE OTHER FINALISTS INCLUDED:

### PACIFIC MALL (DELHI) & LIFESTYLE

Pacific Tagore Garden and Lifestyle has been working together for the last 8 years. Where Pacific Mall is poised to touch 1,000 crore consumption, the Lifestyle on the other hand has emerged as a number one store at the mall. The decision to shift Lifestyle from its location at Rajouri Garden to Pacific Mall Tagore Garden was not easy. But the decision did wonders for both the retailer and the mall and both worked together to make it a success. At present, Lifestyle makes ₹22 lakh of business a day compared to the Rajouri Garden store where it did ₹16 lakh a day and it is growing at 20 percent year-on-year.

### VIVIANA MALL (THANE) & SHOPPERS STOP

Viviana Mall organizes an annual event, the wedding festival that spans 3-weeks. The purpose of the event is to project Viviana Mall as a one-stop-destination for all the wedding shopping. The mall creates an exclusive ambience by having wedding theme installation and providing spaces to the retailers to showcase their products. To tap the youth, the mall conducts online contests and invites entries via Facebook, and a 360-degree marketing plans which include print ads, hoardings, sms, e-mailers, digital media and in-mall branding. The result, 14 percent increase in footfall, 11 percent increase in car count and a 22 percent jump in sales on year-on-year basis.

### FORUM MALL (CHENNAI) & RMKV

Forum is a pioneer shopping mall brand in India. It has 8 operational malls in Bengaluru, Chennai, Hyderabad, Mangalore and Mysore covering an area of 40 million sq.ft., with 5 more malls in construction. Forum Mall shares the highlights of its successful partnership with RMKV. RMKV is a 93 year old iconic brand, so they define heritage when comes

to silk sarees. The mall convinced RMKV to open a 55,000 sq.ft. saree store instead of its regular departmental stores. The collaboration paid off, since wedding shopping seldom happens in mall it gave the opportunity to bring in wedding shopping in the mall.

### PHOENIX MALL & ARVIND LIFESTYLE

Arvind lifestyle has been participating with Phoenix Malls for the last four years. During this period, the retailer has tripled the number of stores at the malls across various colations. Today, Arvind Lifestyle has about 1.5 lakh sq.ft., of leased area with the mall and its turnover has gone up from ₹39 crore to ₹177 crore. Citing examples of GAP sale and Aeropostle activation event, where the mall extended extensive support to the retailer with people movement, set-up, event spaces outside the store and inside the store, etc., GAP sale did a business of ₹35 lakh and 7,000 walkins in the store in 3-days. The Aeropostle launch event happened over multiple days with a lot of activities.

### INORBIT MALL & RAYMOND SHOP

In Trend, an annual activity was started by Inorbit Mall 3-years ago. With activities like mall anniversary, store anniversary, festivals, EOSS, etc., when sales and footfalls are high, the mall wanted to have an activity in-between the non-season time when all the promotions are over to launch the new collections of the brands and increase consumption in the mall, it launched, In Trend in the month of September. The retailers at the mall can participated and it gave them a platform in the mall wherein they launched their new collections. Inorbit Mall collaborated with Raymond Shop across its 3 malls and the retailer grew by 141 percent. The other categories contribute ₹3 crore of sales during the In Trend activity.

**Jury:** Dr. GHS Prasad, NIFT (Hyderabad); Jesper Nielsen, Founder, Amazing Jewellery; Joseph Leftwich, Director, Retail Management Consultant; Martin Nordlund Jenen, Partner & Director, Monili Jewellers; Hemant Sood, Business Analyst; Vineet Kanojia, Vice President - Marketing, Safexpress



## IMAGES SOLO X PRESENTATIONS BY VIBRANT & PASSIONATE CEOs



Continuing the success of 'Images Solo X', which was started last year at the India Fashion Forum 2017, the IFF 2018 once again presented the powerful success stories of top vibrant fashion CEOs at the mega fashion event.

Images Solo X powered by Raysil, is a presentation based session where highly spirited fashion personalities made stimulating and fiery presentations in front of the jury and the audience on untold stories, mega life lessons, bold opinions, outstanding outcomes and the coming alive of big business dreams. The presentations were followed by a question and answer round by the jury.

Promoting the session for the second consecutive time, Ranjini Roy, Head, Raysil, addressed the august gathering at the mega annual fashion event of the country. Welcoming the distinguished participants at the Images Solo X session, she expressed gratitude for coming to the event and showed the willingness to share their fruitful journeys and success stories.

Felicitating the participating CEOs, she mentioned that the audience would be delighted to know how the people from different avenues of fashion businesses attained the height and how they have made their companies attain even greater height. They will be sharing their unswerving phases, firm beliefs, single-minded approach, etc., for the audiences to take life lessons from their vast experiences, she said.

Raysil is a brand from the Aditya Birla Group and is manufactured by Grasim Industries Ltd., at its 21,000 ton per annum capacity plant at Viraval (Maharashtra). Raysil is a 100 percent natural viscose filament yarn. It gives a superior drape and yet keeps the comfort. Raysil is crafted for the new age royalty. It is for the women who exude confidence much beyond what is made up. Across the world, majority of the ethnic wear and heavy garments are made from Raysil.

Inviting the audience to view their entire collection which was at display at the exhibition area, Roy offered an opportunity to partnering with everybody across the textile fraternity and take Raysil forward to be a part of their stories and successes.





**IMAGES MOST ADMIRED**  
**SOLO X FASHION PROFESSIONAL OF THE YEAR**

NINE OUTSTANDING PERSONALITIES FROM THE FASHION BUSINESS MADE A 3-MINUTE PRESENTATION EACH TO THE JURY AND THE AUDIENCE WAS ENTHRALLED BY UNTOLD STORIES, MEGA LIFE LESSONS, BOLD OPINIONS, OUTSTANDING OUTCOMES AND THE BIG BUSINESS DREAMS COMING ALIVE. EACH PRESENTATION WAS FOLLOWED BY A 2-MINUTE QUESTION AND ANSWER ROUND BY THE JURIES ON THEIR PRESENTATION.

*All awards were presented by:*  
**Ranjini Roy, Brand Head, Raysil**

**WINNER**

**JACQUELINE KAPUR**  
Co-Founder & President, Ayesha Accessories

Addressing the audience, Jacqueline Kapur talked about 'fear' and 'happiness', and how these two emotions have influenced her life, her brand and her company. Basically a brave and happy person but sometimes, she confessed, she is gripped by fear. Jacqueline has seen a lot of ups and downs, and two of them were very recent. One of them was leaving her husband and the second one was taking over the reigns of the company, Ayesha Accessories. When she took over the company, which was not doing much business, she toyed with the thought of selling it off at a much lesser amount than it's worth. However, she pulled herself beyond that fear and the outstanding outcome is there for all to see today, Ayesha Accessories has 70 stores, and are about to open another 20 stores. The plan for the next 2 years is to reach 200 stores and expand in India and into the Asian markets.



**1ST RUNNER-UP**

**SANDEEP KATARIA**  
CEO, Bata India



Sandeep Kataria shared his lessons from the consumer market that he has learnt from his stint in four different industries. Addressing the audience, he said that firstly, the consumer does not change. When in doubt go back to consumers. Customer intimacy holds all the answers. Secondly, product is king. If the brand does not have a great product, if the brand is not innovating and moving with the time, then it will perish. Finally, people's capability comes first. For any service industry, its employees are the most critical, then comes customer satisfaction and later turnover and profit follows. So invest in employees and ensure that they are improving all the time whether they are in the store or in the office.



## 2ND RUNNER-UP

## SARFARAZ SYED AHAMED

Founder &amp; CEO, LKS Fashion House

A story becomes a legacy when one learns life lessons from it and this is what the untold story of LKS teaches us. LKS was started by 7 brothers in a small town of Tiruchirappalli (Tamil Nadu) in 1925. The winds of change with the wings of growth took LKS to Ceylon (Sri Lanka) in 1932, where it became the biggest gold house in South East Asia with its manufacturing unit in Ceylon alone employing 600 artisans. By 1950's, LKS had businesses in 5 districts across two countries. However, in 1963, the ethnic conflict in Ceylon forced LKS to leave everything behind. Back home in India, gold control was enforced which prohibited gold jewellery sale and to shut shops everywhere. The years of resurgence began with the government relaxing the gold control in 1967 and LKS reopened its stores to its customers. Today, LKS stands firm and strong with over 30 establishments across 7 verticals in 4 countries.



**LKS**  
FASHION HOUSE

## 2ND RUNNER-UP

## J P SHUKLA

CEO, Nysaa Retail –1 India Family Mart



**1 इण्डिया**  
फॅमिली मार्ट

J P Shukla was among the founder members of Vishal Mega Mart, TPG Wholesale, Big Bazaar and V2 Retail. He presented his business model Nysaa Retail that runs 1 India Family Mart store as his biggest business dreams. With an average store sizes that spread across 8,000 to 10,000 sq.ft., the value store operates in SEC B, C and D towns in Uttar Pradesh, Bihar and Jharkhand. Though the venture is a mere 3 years old, it has already clocked ₹250 crores turnover last year from 50 odd stores, and now it is eyeing to achieve ₹500 crores this year. With the investments made by Carpediem Capital, Nysaa Retail plans to take its store count to 80 stores by October this year and to 100 stores by the next year.



## LET US TAKE A LOOK AT THE OTHER PRESENTATIONS:

### **NATASHA KUMAR, FOUNDER & CEO, VAJOR.COM**

Natasha Kumar started her entrepreneurial journey nine years ago. Brought up in Hong Kong, she was exposed to the business of fashion from an early age. She would visit fabric mills and textile stores with her parents in Hong Kong and China. While sharing a few learnings from her entrepreneurial journey, she said that sticking to the brand story is extremely important when trends are changing month on month basis. Being a western wear homegrown brand, they faced quite a few rejections when they started. However, they used those rejections to motivate themselves. And, finally to rise above the product. She shared, "Product is the king but experience is the future. We have built a brand that just not only produces but make experiences for the consumer."

### **PARAG DANI, CEO, PREMIUM & BRIDGE TO LUXURY BRANDS, ARVIND BRANDS & RETAIL**

Parag Dani shared his opinion on the evolving corporate structure and explained to the audience that like the Olympics motto – *citius, altius and fortius* – meaning faster, higher, stronger, likewise a corporate should also aspire to build an organisation that churns out success and great products. Conveying his message through the means of sports institutions where athletes and sportsmen are undergoing major transformation due to the changing requirement of the games, similarly a corporate organisation should modify its key management positions to have the right pool of people. The organisation or institution should introduce conditions and changes so that the performance can be enhanced. And, finally has mindset of the management has to evolve to really succeed.



### **ROHAN BATRA, MANAGING DIRECTOR, CRAVATEX BRANDS**

Sharing an untold story with the audience, Rohan Batra read out a letter written by his grand father to the Rotary Club of Mumbai that was passed to him by his father as a piece of advise when he joined the business. On being asked about the one single factor that played a vital role in his grandfather's life, which marked the turning point, his grandfather had written back to the club mentioning the challenges and struggles he had faced after moving from Pakistan to India during partition. He took up a business of dyeing and dry cleaning, which was much looked down upon and wanted to join one of the oil companies that were considered coveted in those days. But his father advised him to remain in the business and to face all the hurdles until he succeeded. He counselled never to run away from challenges and not to leave things midway.

### **TUSHAR VED, PRESIDENT, MAJOR BRANDS**

Tushar Ved shared his bold opinions on the retail scenario and the competing e-commerce business to the audience. Talking on the competition between e-commerce and retail, he said that retail is not dead rather many e-commerce portals have opened stores recently such as Myntra, Nykaa, Lenskart, etc., and internationally Amazon is buying Whole Foods. Moreover, Ved expressed that smaller concept stores are in nowadays. A lot of large concept stores are opening small stores to reach out to more consumers through click and collect model. The concept is simple and easy for the customers to pick up. "Retail and online will grow together and co-exist. Only retail or only online is not going to give you the desired growth. And the experience at the stores will matter," concluded Ved.



### **VIVEK BALI, COO, SEPHORA INDIA**

Vivek Bali shared his mega life lessons that he had learnt from his father, who was an Indian Air Force pilot, and how he applied those lessons in his professional arena. Since childhood he has been trained to perform and execute and show strength at tough times. Bali suggested that there are ethical practises, which the retail industry needs to follow. There are certain retailers – online and offline – selling brands without permission and bring in brands from overseas secretly that needs to be curtailed. "Delivering a superior brand value, elevating the shopping experience, offering top quality product and packaging, best in class merchandising, training and development, and extremely critical is the DNA of your brand, values of your brand and the attitude towards the customers," said Bali.

**Jury Chair:** B S Nagesh, Founder, Ttrain & Ranjini Roy, Head - Marketing, Consumer Products Division, Aditya Birla Group - Grasim Industries Ltd.