



# IMAGES FASHION AWARDS

## HONOUR OUTSTANDING FASHION RETAIL BRANDS



The 20th edition of India Fashion Forum culminated in a gala event in the form of the IMAGES Fashion Awards (IFA) celebrating excellence in the field of fashion retail. In an august gathering of India's most prolific luminaries from the fashion retail fraternity, the ceremony recognised the achievements of virtuous fashion brands and retailers across various unique categories. The 20th edition of the awards was held at Hotel Conrad, Bengaluru on December 18, 2019. The event witnessed top honchos of the fashion industry sharing some notable insights on the current trends through various interactive sessions.







### Nomination Process & The Jury

20th IMAGES Fashion Awards awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the non- presentation categories fashion brands and retailers submitted nominations, which was checked by the IFA audit team for eligibility, completeness and data correctness. IFA team of analysts then made a presentation for the IFA onground jury – with analysis on performance metrics such as growth in points of sale, retail space growth, retail turnover and qualitative factors such as product and marketing innovation, HR practices, among others. The IFA jury panel, which comprised distinguished personalities in the field of research and consulting with thorough insights in to the business, India's top retailers – gave score based on their assessment of the nominees which ultimately decided the winner in each category.

leading IPCs and retail organisations across formats and verticals. The nominees presented 2-3 minutes AV presentation showing the growth chart, facilities and services provided by them.

The IFA Jury panel included Amarinder Singh, CIO, Association of India (CAI); Amitabh Taneja, CMD, IMAGES Group; Anuj Kejriwal, CEO & MD, ANAROCK Retail; Anurag Mathur, Partner & Leader, Consumer & Retail, Strategy & (part of PwC network); Arun Gupta, Managing Partner & Director, Ingenium Advisory; Arvind Rathore, Sr VP & Global Head of Digital Engineering, Virtusa; Benu Sehgal, CEO, Freeport Retail India; Bijou Kurien, Board Member, L Catterton Asia; Bimal Sharma, Head – Retail, Advisory & Transaction Services, CBRE South Asia; C S Suryanarayanan, Director and Senior Partner, V-Nova Business Growth (Vertebrand); Devangshu Dutta, Founder, Third Eyesight; Dr Nataraj N, MD & President, Autonomiq; Harish Bijoor, Founder, Harish Bijoor Consults Inc.; Harmeet Bajaj; Harminder Sahni, MD, Wazir Advisors; Jagdish C Belwal, VP - IT, International Programs, GE Transportation (A Wabtec Company); Kunal Gupta, Director - Lead, Digital Retail (E-Commerce), Nielsen India; Nandini Kelkar, Director, Customer Research, MEASA, Frost & Sullivan; Neelesh Hundekari, Partner - Consumer and Retail Practice, A. T. Kearney; Pakhi Saxena, Associate Partner- Head, Retail & CPG, RedSeer Gurgaon; Prof. Raghuram Jayaraman, Head - Industry & Alumni Affairs, NIFT; Rajat Wahi, Partner & Head - Consumer & Retail Sectors, Deloitte India; Rajendra Kalkar, President-West, Phoenix Mills; Rajneesh Mahajan, CEO, Inorbit Malls; S Raghunandhan, President - Retail, Bhartiya City Developers; Saloni Nangia, President, Technopak; Samar Singh Sheikawat, Business Consulting, Start-up Advisory, Thought Leader, Public Speaker; Shibu Philips, Business Head, Lulu Shopping Mall; Shivjeet Kullar, Founder, NFX Digital; Shreyoshi Maitra, ED, IPSOS; Siddharth Jain, Partner, A.T. Kearney; Sreedhar Prasad, Investor and Advisor - Fashion Retail; Sumit Chopra, Director Research Analysis, Globaldata; Sushmita Balasubramaniam, EVP, Commerce, Kantar Insights, South Asia; Swati Gautam, Engineering Director, American Express; Vikram Rao, Fashion Retail Industry Veteran; Viren Razdan, MD, Brand-nomics; Yogeshwar Sharma, CEO & Executive Director, Select Infrastructure.



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**IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR :**  
**MEN'S WESTERNWEAR—JACK & JONES**

**JACK & JONES ▶**

- ▶ Currently 391 sales point across India
- ▶ Total sales turnover grew by 46 percent over previous year
- ▶ Sales turnover from EBOs grew by 57 percent over previous year

**NOMINEES:**

★ Calvin Klein ★ Parx ★ Study By Janak ★ Tommy Hilfiger



Presented by:

**Biju Kurien**, Strategy Board Member, L Catterton Asia Holdings

Received by:

**Ripudaman Sharma**, Regional Sales Manager; **Sugam Asani**, Brand Head, Jack & Jones India; **Devender Singh**, Area Manager

**IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR :**  
**MEN'S INDIANWEAR—ETHNIX BY RAYMOND**

**ethnix**  
by raymond

- ▶ Currently 428 sales point across India
- ▶ Retail space grew by more than 200 percent over previous year
- ▶ Total sales turnover grew by 83 percent over previous year
- ▶ Retail identity for the brand was created which is a 90 percent green store made from recycled materials

**NOMINEES:**

★ Manyavar ★ Study by Janak



Presented by:

**Benu Segal**, CEO, Freeport Retail; and **Nandini Kelkar**, Frost & Sullivan

Received by:

**Preeti Chopra**, National Head - Business Development, Raymond Apparel

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

**VERO MODA® ▶**

- ▶ Currently 399 sales point across India
- ▶ Retail space grew by 12 percent over previous year
- ▶ Total sales turnover grew by 26 percent over previous year
- ▶ Sales turnover from EBOs grew by 26 percent over previous year

**NOMINEES:**

★ Madame ★ Only ★ Parx ★ Project Eve



Presented by:

**Benu Segal**, CEO, Freeport Retail; and **Nandini Kelkar**, Frost & Sullivan

Received by:

**Vineet Gautam**, CEO; **Vaibhav Baweja**, National Sales Manager - Ecommerce; **Nisha Pikle**, Brand Head - Vero Moda India



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



- > Currently 3,615 sales point across India
- > Total sales turnover grew by 12 percent over previous year
- > Sales turnover from EBOs grew by 14 percent over previous year

#### NOMINEES:

★ Kancheepuram Vara ★ Mahalakshmi Silks ★ Soch



Presented by:

**Dr. Natraj Narayan**, Autonomiq; and **Jagdish Belwal**, G.E. Transportation

Received by:

**Prithvi Raj**, Key Account Manager; **Niraj Sharma**, Regional Manager - South; **Punit Royan**, Business Development - South

### IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR : KIDSWEAR-PEPE JEANS LONDON



- > Currently 212 sales point across India
- > Retail space grew by 56 percent over previous year
- > Total sales turnover grew by 100 percent over previous year
- > Sales turnover from EBOs grew by 75 percent over previous year

#### NOMINEES:

★ Mini Klub ★ Tommy Hilfiger Kidswear



Presented by:

**Dr. Natraj Narayan**, Autonomiq and **Jagdish Belwal**, G.E. Transportation

Received by:

**Priyaranjan Manay**, Marketing Head, Pepe Jeans

### IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR: JEANS & CASUALWEAR-LEVI'S



- > 430+ EBOs, 160+ cities and 3,500+ sales points and retail turnover exceeding ₹2,000 crore
- > Fastest growth in womenswear
- > 25%+ growth and satisfactory bottomline growth in tough market situation

#### NOMINEES:

★ Calvin Klein ★ Jack & Jones ★ Pepe Jeans London ★ Spykar  
★ Tommy Hilfiger



Presented by:

**Rajat Wahi**, Partner & Head-Consumer & Retail Sectors, Deloitte; **Sreyoshi Matra**, IPSOS

Received by:

**Aasheesh Verma**, Store Development; **Parag Samant**, Marketing; **Sanjeev Mohanty**, MD



# IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR : LINGERIE- CLOVIA

**Clovia** ▶

- ▶ Currently 180 sales point across India
- ▶ Retail space grew by more than 100 percent over previous year
  - ▶ Total sales turnover grew by 47 percent over previous year
- ▶ Sales turnover from EBOs grew by 80 percent over previous year

## NOMINEES:

★ Amante ★ Calvin Klein Lingerie



Received by:

**Neha Kant**, Founder & Director, Clovia

# IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR : FOOTWEAR

Presented by: **Sumit Chopra**, Global Data; and **V Muhammed Ali**, COO, Forum Malls (Prestige Group)

**SKECHERS** ▶

**Bata** ▶



Received by:

**Manoj Kumar Paidi**, Cluster Manager - Karnataka & Kerala;  
**Budhish Shetty**, Regional Manager - South (AP, Telangana, TN)

- ▶ Currently 2,755 sales point across India
- ▶ Retail space grew by 45 percent over previous year
- ▶ Total sales turnover grew by 47 percent over previous year
- ▶ Sales turnover from EBOs grew by 43 percent over previous year



Received by:

**Ankur Kohli**, Head - Real Estate & BD (South Asia), Bata

- ▶ Currently 16,745 sales point across India
- ▶ Total sales turnover grew by 10 percent over previous year
- ▶ Sales turnover from EBOs grew by 10 percent over previous year

**NOMINEES:** ★ Inc.5 Shoes ★ Liberty

**IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR:  
FASHION AND LIFESTYLE ACCESSORIES—SHINGORA**

## SHINGORA ▶

- From 30 Pop-Ups in India, reached a total of 60+ Pop-Ups and have opened 4 new flagship stores this year in Khan Market (New Delhi), Gurugram, etc.
- Retail space grew by 52 percent over previous year
- Total sales turnover grew by 10 percent over previous year
- Sales turnover from EBOs grew by 25 percent over previous year

**NOMINEES:**

★ Ayesha Accessories ★ Lenskart ★ Pretty Women



Presented by:

**Sumit Chopra**, Global Data and **V Muhammed Ali**, COO, Forum Malls (Prestige Group)

Received by:

**Swatantra Raghuwanshi**, Business Head, Shingora

**IMAGES MOST ADMIRED AFFORDABLE FASHION RETAILER OF THE YEAR :**

Presented by: **Shashie Kumar**, COO, Brigade Enterprises (Orion Malls)

**REGIONAL – KLM FASHION MALL**



Received by:

**Akhil KV**, Manager - Advertising

- Currently 42 stores
- Retail space grew by more than 100 percent over previous year
- Total sales turnover grew by 120 percent over previous year
- Same store sales grew by 27 percent over the previous year

**NATIONAL – MAX FASHION**



Received by:

**Jiten Mahendra**, Senior VP - Marketing; **Sumit Ghildiyal**, VP - Business Development & NSO; **Raghu Rajagopalan**, President COO, Max

- Currently 291 stores across India
- Retail space grew by more than 33 percent over previous year
- Total sales turnover grew by 10 percent over previous year

**NOMINEES:**

★ Citykart ★ Easybuy ★ Style Bazaar ★ V- Mart



## IMAGES MOST ADMIRED FASHION DESIGN CONCEPT OF THE YEAR : STORE DESIGN

Presented by: Vikram Rao and Shubhodeep Pakrashi, Urban Square Malls

WINNER: KANCHEEPURAM VARA MAHALAKSHMI SILKS



Received by:  
Akhil KV, Manager - Advertising

RUNNER-UP: SIMON CARTER



Received by:  
Kapil Yadav, Head - Visual Merchandising, Louis Philippe

NOMINEES: ★ Kapsons ★ Pantaloons ★ Madame

## IMAGES MOST ADMIRED FASHION DESIGN CONCEPT OF THE YEAR : VM

Presented by: Vikram Rao; and Shubhodeep Pakrashi, Urban Square Malls

WINNER: LIFESTYLE – YOUTH FEST



Received by:  
Akash Kumar, GM - Visual Merchandising; Shantanu Deori, Manager - Visual Merchandising;  
Srinivas Rao, Senior VP - Marketing

RUNNER-UP: V-MART – FESTIVE VM



Received by:  
Kavita Singh, AGM - Visual Merchandising, V Mart

NOMINEES: ★ Home Centre - Sale ★ Project EVE - Season of Bling ★ Pepe Jeans London - Design to Digital ★ W for Yolo Dress ★ Lifestyle - Pujo VM

## IMAGES MOST ADMIRER FASHION DESIGN CONCEPT OF THE YEAR : COLLECTIONS

Presented by: Mukul Bafna, CEO, Arvind Internet; and Prof. Raghuram Jayaraman, NIFT

WINNER: KARL LAGERFELD FOR COVERSTORY

COVERSTORY



Received by:  
**Manjula Tiwari**, CEO, Future Style Lab; **Deepika Rana**, Manager - Buying, Cover Story

RUNNER-UP: YOLO DRESS FOR W



Received by:  
**Prithvi Raj**, Key Account Manager; **Niraj Sharma**, Regional Manager - South;  
**Punit Royan**, Business Development - South

**NOMINEES:** Parichay - Khadi Collection by Taneira • 7 Looks 1 Suit - "Travel Light" by Van Heusen • Unique Concepts with Complete Design by Shingora

## IMAGES MOST ADMIRER FASHION INNOVATION OF THE YEAR

Presented by: Mukul Bafna, CEO, Arvind Internet; and Prof. Raghuram Jayaraman, NIFT

WINNER: FIBRE TO FASHION ECOSYSTEM – EASYBUY



Received by:  
**Rajesh Sethuraman**, Head - Marketing, Easybuy (Max retail division), Landmark Group

RUNNER-UP: CONVERTING WASTE PLASTIC BOTTLES TO HIGH-END FASHION – RJELAN™ GREENGOLD



Received by:  
**Sanjay Gupta**, Head Product Development - Staple Fibre

**NOMINEES:** • Wisser Wash - Pepe Jeans London • The Earth Bag - Crea



## IMAGES MOST ADMIRED STORE LAUNCH OF THE YEAR

Presented by: Mukul Bafna, CEO, Arvind Internet; and Prof. Raghuram Jayaraman, NIIFT

WINNER: PUMA, 100 FT ROAD, INDIRANAGAR, BENGALURU



Received by: Team PUMA

RUNNER-UP: VAN HEUSEN, ELANTE MALL, CHANDIGARH

VAN HEUSEN ▼

Received by:  
Kapil Yadav, Head - Visual Merchandising, Louis Philippe

**NOMINEES:** ★DSS by Inc.5 Shoes ★South Extension New Delhi ★Kapsons Mall Road, Ludhiana ★Levi's Select CITYWALK, New Delhi ★Louis Philippe, South Extension New Delhi ★Pepe Jeans London, Elante Mall, Chandigarh ★V-Mart, Kota

## IMAGES MOST ADMIRED TECH IMPLEMENTATION OF THE YEAR

Presented by: S Raghunandan, President-Retail, Bhartiya City Developers

WINNER: ENDLESS AISLES BY BESTSELLER AND OMUNI  
POWERED BY ARVIND INTERNETBESTSELLER omuni ▼  
Arvind InternetReceived by:  
Mrithyunjay Amblimath, Head of Sales; Ranjan Sharma, Head of SCMWINNER: ENDLESS AISLES BY BESTSELLER AND OMUNI  
POWERED BY ARVIND INTERNETBESTSELLER omuni ▼  
Arvind InternetReceived by:  
Team Omuni**NOMINEES:**

★Bestseller, Robotic Process Automation; ★Bestseller, Endless Aisles; ★Blackberrys, Customer Service & Experience ★Forever New, Loyalty & Customer Engagement ★Forever New, Marketing Automation ★Max Fashion, Customer Engagement & Experience ★Myntra, Omnichannel Optimisation  
★Omuni powered by Arvind Internet, Omnichannel Optimisation Soch ★W, Omnichannel Optimisation

## RUNNER-UP: OMNI OPTIMISATION BY FABINDIA



Received by:  
**Arun Naikar**, Head of E-commerce;  
**Sunil Yadav**, Manager - Digital Marketing, Fabindia

## IMAGES MOST VALUABLE FASHION STARTUPS PRESENTATION – PROYOG

**NOMINEES:** ★ Cashfree ★ Indian Weavers Alliance  
★ Mini Klub ★ Suitara



Presented by:  
**S Raghunandan**, President-Retail, Bhartiya City Developers  
Received by:  
**Malika Baruah**, Co-Founder, Proyog; **Roopashree Nayak**, Operations;  
**Radhika Sen Gupta**, Marketing Head

## IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR : MARKETING &amp; PROMOTION

Presented by: **Shashie Kumar**, COO, Brigade Enterprises (Orion Malls)

## WINNER:

**MAX WOMEN'S FEST – BEHEN KUCH BHI PEHEN**



Received by: **Raghu Rajagopalan**, President COO; **Jiten Mahendra**, Senior VP - Marketing; **Sumit Ghildiyal**, VP - Business Development & NSO;  
**Neha Bareja**, Manager - Digital Marketing, Max

## RUNNER-UP:

**#TOMMYXMERCEDESSENBZ FOR MENSWEAR**  
**& TOMMYXZENDAYA FOR WOMENSWEAR**



Received by:  
**Rohiet Singh**, COO, Tommy Hilfiger & Team

## NOMINEES:

★ MYCALVINS - Calvin Klein ★ Face of Easybuy – A search for Bangalore's most fashionable child ★ What's a Woman - Forever new ★ ONLYft.AnanyaPanday ★ Season of Bling - Project EVE ★ Stockthem Campaign - Puma ★ "Aabhar" - Reliance Jewels, Selected HOMME ★ GYMJNS - Spykar ★ United By Vote - United Colors of Benetton ★ W for Yolo Dress - Karl Lagerfeld for Coverstory ★ Diana Penty - Face of Forever New ★ Carry Your World - Van Heusen ★ In The Name of Liberty - Liberty ★ The Pepe Party - Pepe Jeans London



## IMAGES SOLOx AWARDS

## IMAGES MOST ADMIRED SOLOx FASHION PROFESSIONAL OF THE YEAR

Presented by: Avinash Mane, Lenzing EcoVero

WINNER: **SANJEEV MOHANTY, MD SOUTH ASIA, MIDDLE EAST & NORTH AFRICA, LEVI'S**RUNNER-UP: **NITYA ARORA, FOUNDER, VALLIYAN**

## EXCELLENCE AWARDS

Presented by: Santosh Menezes, COO-Fashion; and Suvir Jaggi, VP &amp; Head-South, IMAGES Group

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR:  
ACTIVE SPORTSWEAR – **PUMA**IMAGES MOST ADMIRED MEN'S INDIANWEAR BRAND OF THE YEAR  
– **MANYAVAR**

Received by:

L-R: **Shreya Sachdev**, Head of Strategy; **Rohit Arora** - Business Head – Ecommerce, Large Format Retail & Corporate Sales; **Pulak** - Business Head - Multi Brand Channel; **Anjana Asrani**, Senior Manager, Communications

- › Currently has 4,160 sales point across India
- › Retail space grew by 30 percent over previous year
- › Total sales turnover grew by 30 percent over previous year
- › Sales turnover from EBOs grew by 50 percent over previous year



Received by:

Team Manyavar

- › Currently has 471 sales point across India
- › Retail space grew by 33 percent over previous year
- › Total sales turnover grew by 18 percent over previous year
- › Sales turnover from EBOs grew by 19 percent over previous year
- › Bollywood actors like Ranveer Singh, Kartik Aryan, and Amitabh Bachchan became the new faces of Manyavar

# IMAGES MOST ADMIRED VALUE RETAILER OF THE YEAR: RISING STAR – CITYKART



Received by:

**Alok Kumar**, Head Business Excellence; **Suraj Kumar**, Head Business Finance

- > Currently has 48 stores
- > Retail space grew by more than 61 percent over previous year
- > Total sales turnover grew by 41 percent over previous year

**NOMINEES:** ★ Calvin Klein - Mens Innerwear ★ Home Centre - Home fashion Retailer ★ Kapsons - Regional Retailer ★ Kalamandir - Premium Family Store ★ Reliance Jewels - Jewellery

# IMAGES MOST ADMIRED LARGE FORMAT FASHION RETAILER OF THE YEAR – LIFESTYLE



Received by:

**Srinivas Rao**, Senior VP - Marketing; **Shantanu Deori**, Manager - Visual Merchandising; **Akash Kumar**, GM - Visual Merchandising

## SPECIAL JURY AWARDS

Presented by: **Biju Kurien**, Strategy Board Member, L Catterton Asia Holdings

# IMAGES MOST ADMIRED KIDSWEAR RETAILER OF THE YEAR- MINI KLUB



- > Currently has 315 sales point across India
- > Retail space grew by 18 percent over previous year
- > Total sales turnover grew by 43 percent over previous year
- > Sales turnover from EBOs grew by 150 percent over previous year



Received by:

**Pradhan S**, DGM & Head Marketing; **Kavita Mallick**, Brand Head



IMAGES MOST ADMIRED FASHION INNOVATION OF THE YEAR:  
SUSTAINABLE CONCEPT – **THE EARTH BAG BY CREA**



Received by:  
**Praveen Premkumar**, Managing Director, Crea

IMAGES MOST ADMIRED FASHION DESIGN CONCEPT OF THE YEAR: ETHNIC  
INNOVATION – **PARICHAY — KHADI COLLECTION BY TANEIRA**



Received by:  
**Rajeshwari Srinivasan**, COO, Taneira.

## NEXUS STYLE HASHTAGS AWARDS

Presented by: **Nirzar Jain**, Chief Leasing Officer, Nexus Malls

MOST INFLUENTIAL BRAND OF THE YEAR –  
**BATA**



Received by:  
**Ankur Kohli**, Head - Real Estate & BD (South Asia), Bata

TRENDSETTER BRAND OF THE YEAR –  
**ANCESTRY**



Received by:  
**Manjula Tiwari**, CEO, Future Style Lab