



Images Fashion Awards 2022

HONOURS INDUSTRY'S MOST INNOVATIVE



The 21st IMAGES Fashion Awards (IFA), an annual event that honours the industry's most innovative and iconic fashion brands that have achieved new feats, recognised India's leading fashion brands and retail companies at a spectacular ceremony hosted at The Leela Ambience Hotel & Residences, Gurugram. The ceremony was attended by the C-Suite of India's fashion retail industry, including celebrated educationist and design management strategist Dr Darlie O Koshy, and Shailesh Chaturvedi, MD & CEO, Arvind Fashions Ltd.





Being held after a two-year hiatus owing to the COVID-19 pandemic, IFA 2022, hosted at The Leela Ambience Hotel & Residences, Gurugram as part of India Fashion Forum, emphatically recognised the tremendous innovation and powerful bounce back of the fashion retail industry in India. Awards were given away under 24 different categories to global and made-in-India fashion brands, including Bestseller India, Arvind Fashions, Rare Rabbit, Zara, AND, Bata and Levi's among many others.

The IFA 2022 selection process involved inviting entries from the nation's leading fashion brands and retailers across multiple categories for outstanding performance in the calendar year 2021. There was also a nationwide survey involving 50+ shopping centres across metros, Tier-I, II and III locations, asking them to name their most desired-for brands regardless of whether those brands were their tenants or not! Award nominees go through a rigorous procedure before being considered for the award.

The IFA team of analysts makes a presentation to the IFA jury – with analysis of performance metrics such as growth in top line sales and retail presence, sales per square foot, same store sales growth. A special note is prepared on Effective Technology Adoption, Product Development, Customer Service, Buying & Merchandising, Category Management, Supplier Relations, Employee Relations, Marketing & Promotions, Brand Distribution and Brand Retailing.

The IFA 2022 Grand Jury this year included distinguished personalities and intelligence leaders from multiple fields and with thorough insights on the business of fashion. The jurors included:

Abhishek Bansal, Executive Director, Pacific Development Corporation Limited
Dalip Sehgal, CEO, Nexus Malls
Dr MM Hundekar, Principal, School of Fashion Technology (SOFT)
Harminder Sahni, Founder & MD, Wazir Advisors
Pramod Ranjan Dwivedi, Senior Vice President, Ambuja Neotia
Rajat Wahi, Partner, Deloitte
Shibu Philips, Business Head, Lulu International Shopping Mall
Amitabh Taneja, CMD, IMAGES Group





Winners of IMAGES Fashion Awards 2022

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

FOREIGN ORIGIN



Presented by:
Dr Darlie O Koshy, Educationist, Design Management Strategist,
 Author and Speaker
Received by:
Rohiet Singh, COO, Arvind Brands Ltd. along with his team

INDIAN ORIGIN



Presented by:
Dr Darlie O Koshy, Educationist, Design Management Strategist,
 Author and Speaker
Received by:
Lavish Soni, Business Head - Retail & Trade, Rare Rabbit along with
 his team

NOMINEES: ★ Calvin Klein ★ Jack & Jones ★ Louis Phillippe

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

FOREIGN ORIGIN



Presented by:
Nitin Gulati, AVP Leasing, CP67; **Gurjeet Raheja**, DGM Leasing, CP67
 and **Karanbir Singh**, Head – Marketing, CP67
Received by:
IMAGES Group on behalf of Team Zara

INDIAN ORIGIN



Presented by:
Nitin Gulati, AVP Leasing, CP67; **Gurjeet Raheja**, DGM Leasing, CP67
 and **Karanbir Singh**, Head – Marketing, CP67
Received by:
Akshay Vij, Deputy Sales Trainer, AND along with **Sunita Bisht**, Deputy
 Sales Trainer, AND

NOMINEES: ★ Cover Story ★ Forever New ★ Mango ★ Only ★ Vero Moda

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **KIDS' WEAR****FOREIGN ORIGIN**

TOMMY HILFINGER



Presented by:
Ayushmaan Kapoor, Founder & COO, Xeno
Received by:
Team Tommy Hilfnger

INDIAN ORIGIN

Allen Solly™



Presented by:
Ayushmaan Kapoor, Founder & COO, Xeno
Received by:
Vivek Shrivastava, Head of Retail Business Development (Malls), ABFRL

NOMINEES: ★ Gini & Jony ★ Mothercare ★ U.S. Polo Assn. KidsIMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **JEANS & CASUALWEAR****FOREIGN ORIGIN**

Levi's®



Presented by:
Ayushmaan Kapoor, Founder & COO, Xeno
Received by:
Nirmalya Sengupta, Retail Head - North India, Levi's

INDIAN ORIGIN

spykar



Presented by:
Ayushmaan Kapoor, Founder & COO, Xeno
Received by:
Rajesh Sharma, Director – Sales, Spykar

NOMINEES: ★ Jack & Jones ★ Rare Rabbit

IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR: **FOOTWEAR****FOREIGN ORIGIN****Bata**

Presented by:
Mohan Mittal, Director, Vegas Mall

Received by:
Ankit Vij, Senior Manager – Real Estate & Business Development, Bata India Ltd.

INDIAN ORIGIN**METRO**
SHOES

Presented by:
Mohan Mittal, Director, Vegas Mall

Received by:
Jairaj Kapoor, Regional Manager, Metro Brands Ltd

NOMINEES: ★ Aldo ★ SkechersIMAGES MOST ADMIRER FASHION BRAND OF THE YEAR: **MEN'S INNERWEAR****FOREIGN ORIGIN****JOCKEY**

Presented by:
Souniya Khurana, Co-founder & CEO, WYN Studio and
Dr Manju Hundekar, Principal, School of Fashion Technology (SOFT)

Received by:
 IMAGES Group on behalf of Team Jockey

INDIAN ORIGIN**VAN HEUSEN**

Presented by:
Souniya Khurana, Co-founder & CEO, WYN Studio and
Dr Manju Hundekar, Principal, School of Fashion Technology (SOFT)

Received by:
Vivek Shrivastava, Head of Retail Business Development, ABFRL

NOMINEES: ★ Calvin Klein ★ Vip

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **LINGERIE****FOREIGN ORIGIN**MARKS &
SPENCER

Presented by:
Souniya Khurana, Co-founder & CEO, WYN Studio and
Dr Manju Hundekar, Principal, School of Fashion Technology (SOFT)
Received by:
Pooja Singh, Commercial Manager, Marks & Spencer India

INDIAN ORIGINz **zivame**

Presented by:
Souniya Khurana, Co-founder & CEO, WYN Studio and
Dr Manju Hundekar, Principal, School of Fashion Technology (SOFT)
Received by:
Preeti Pokhriyal (Reliance) on behalf of Team Zivame

NOMINEES: ★ ENAMOR ★ HUNKEMÖLLER ★ VICTORIA'S SECRETIMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: **ATHLEISURE****FOREIGN ORIGIN**

NIKE



Presented by:
Rajat Wahi, Partner, Deloitte Consulting India
Received by:
Kanwar Deep Singh, Manager India - NSP RDM, Nike India Pvt Ltd

INDIAN ORIGIN

HRX



Presented by:
Rajat Wahi, Partner, Deloitte Consulting India
Received by:
Pallavi Barman, Business Head, HRX

NOMINEES: ★ Adidas ★ Skechers ★ Under Armour



Presented by:
Navin Joshua, Founder/Director, GreenHonchos
Received by:
 Sanjeev Rao, CEO, Being Human Clothing on behalf of Team Manyavar

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



NOMINEES:

★ Ethnix By Raymond ★ Fabindia ★ Mohanlal & Sons ★ Tasva

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



NOMINEES:

★ Fabindia ★ Global Desi ★ Soch ★ W



Presented by:
Navin Joshua, Founder/Director, GreenHonchos
Received by:
Ekta Dutta, Head Marketing and **Lokesh Mishra**, Head BD and Footwear, BIBA

IMAGES MOST ADMIRED FASHION INNOVATOR OF THE YEAR:



Presented by:
Sumit Agrawal, Vice President – Operations, Zilingo
Received by:
Anant Daga, MD and **Aarti Ahuja**, Head - Marketing, TCNS Clothing

- » TCNS Clothing set up the 'Incubation Cell', an initiative to push the envelope on product innovation beyond what is being done already
- » The ArtLab-inspired cell hosts a dynamic environment to facilitate free flow of thought, co-creation and collaborative development
- » Observation, Ideation, Innovation and Implementation are its founding principles



Presented by:

Puneet Dudeja, Director – Business Development, WGSN South Asia

Received by:

Sarang Shrawat, Head of Operations – North: **Akash Awasthi**, Regional

Retail Manager - Partner Stores: **Rahul Balani**, Area Retail Manager;

Farhan Mirza, Cluster Manager: **Varun Anand**, Area Retail Manager,

Puma

IMAGES MOST ADMIRER STORE LAUNCH OF THE YEAR



NOMINEES:

★ And Girl And Global Desi Girl Hyderabad ★ Jaypore, Bengaluru;
Marigold Lane, Mumbai ★ Citykart, Varanasi

- » Puma's flagship experiential store at Cyber Hub, Gurugram, has state-of-the-art offerings including F1 simulators and interactive retail screens.
- » Shoppers can enjoy the professional-grade F1 racing simulators to virtually navigate multi-country tracks
- » A state-of-the-art embroidery and printing machine allows customers to personalise Puma footwear, apparel and accessories

IMAGES MOST ADMIRER BRAND DEBUT OF THE YEAR



- » In August 2021, a one-stop shop for girls' wear was launched combining brands AND Girl and Global Desi Girl
- » The 650 sqft area in Hyderabad's Forum Mall caters to all occasion wear of girls aged 4-14 years



Presented by:

Puneet Dudeja, Director – Business Development, WGSN South

Received by:

Sunita Bisht, Deputy Sales Trainer, AND along with **Akshay Vij**, Deputy Sales Trainer, AND



Presented by:

Akhil Gupta, Business Partner, TrustTags

Received by:

Team Pantaloons

IMAGES MOST ADMIRER FASHION DESIGN CONCEPT OF THE YEAR – STORE DESIGN



NOMINEES:

★ Celio (Paris Concept) ★ Jack & Jones (New Concept Store)
★ Kancheepuram Varamahalakshmi Silks
(The Temple Silk Store)

- » Pantaloons with a new tagline "PLAY WITH FASHION" has repositioned itself as more youthful & playful brand.
- » The brand's new retail identity reflects new attitude while encouraging customers to explore fashion & enjoy the experience.
- » Every aspect of the customer journey has been addressed, adding life to the entire experience and curating happy moments inside the store.



Presented by:
Swarndeeep Singh, Managing Director, LogicERP
 Received by:
Shilpa Bhagat, Brand Head, Only

**IMAGES MOST ADMIRIED
 FASHION DESIGN CONCEPT OF THE YEAR – VM**



NOMINEES:

- ★ Lifestyle (Gesture Window) ★ Pantaloons (Festive Celebrations)
- ★ Pantaloons (Men's Streetwear Brand Launch – Street Armor)

- » Conceptualisation of an urban and edgy style that would highlight the festive season, with light and joy
- » Inspired by Mumbai's skyline, clear acrylic sheets with laser-cut indents throughout their entire height, and colour changing LED lights at the bottom were used

**IMAGES MOST ADMIRIED FASHION RETAILER OF THE YEAR:
 MARKETING & PROMOTIONS:**



NOMINEES:

- ★ Being Human Clothing – Fashion With A Purpose ★ Forever New – Petite Collection ★ Lifestyle – 'Dil Se Diwali' Campaign Lifestylestores.Com – End Of Season Sale Campaign ★ Only – Only Thing I Want Is Everything ★ Pepe Jeans – We Love Pepe & Spotted In Pepe ★ Reliance Jewels – Kaasyam By Reliance Jewels, Inspired By Banaaras ★ Vero Moda – Latest Collections On Led Easel Display Screens ★ Manyavar - #Shaadigrandhogi



Presented by:
Ganesh Subramanian, Founder & CEO, Stylumia
 Received by:
Sanjeev Rao, CEO, Being Human Clothing

- » On World Disability Day and Retail Employee Day, the brand celebrated these special human beings who go the extra mile to bring joy and happiness to customers
- » The 360° campaign had special videos showing the brand's gratitude to them



Presented by:
BS Nagesh, Founder, TRRAIN
 Received by:
Sanjeev Rao, CEO, Being Human Clothing

**IMAGES MOST ADMIRIED RETAIL RE-IMAGINED:
 360° TRANSFORMATION**



- » Being Human Clothing has successfully created a socially conscientious business model where being socially responsible forms the corner stone of the business
- » As the brand grows, its contribution to society also increases appropriately



Presented by:
BS Nagesh, Founder, TRRAIN
Received by:
Sumit Ghildiyal, VP-Head Retail BD, Landmark Group &
Vijay Krishna, Cluster Operations Head, Easybuy

IMAGES MOST ADMIRED RETAIL RE-IMAGINED: FIBRE-TO-FASHION ECOSYSTEM



- » Easybuy offers 'Super Style at Super Price' through more than 1000 styles from ₹ 69 to ₹ 699
- » 100% of its products are sourced from within India
- » New and refreshed products are added every two months

IMAGES MOST ADMIRED RETAIL RE-IMAGINED: VIRTUAL STORE INNOVATION

JACK&JONES



- » The Jack & Jones Unmatched Studio is the brand's first virtual store in India
- » Its one-of-a-kind experience gives customers a glimpse of the future



Presented by:
BS Nagesh, Founder, TRRAIN
Received by:
Vineet Gautam, CEO, Bestseller India along with his team



Presented by:
BS Nagesh, Founder, TRRAIN
Received by:
Zahid Ansar, VP – IT & Retail Technology (India & South Africa); **Preeti Choudhary**, Head Planning & Buying and **Deepali Baweja**, Business Head - Pinnacle, Forever New

IMAGES MOST ADMIRED RETAIL RE-IMAGINED: OMNICHANNEL OPTIMISATION



FOREVER NEW

- » Forever New has implemented a middle order orchestration layer between selling platforms and inventory locations
- » The middle layer facilitates configurable order processing and intelligent order-routing algorithms to deliver efficiencies
- » The internal cross-functional team consists of products, category, marketing & IT and with support from external marketing & tech partners



Presented by:
Gaurav Bansal, HOD – Leasing, Felix Plaza
Received by:
Vineet Gautam, CEO, Bestseller India along with his team

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR:
 CUSTOMER ENGAGEMENT PROGRAM – **MEN'S FASHION**



**JACK & JONES
 SELECTED
 / HOMME**

NOMINEES:
 ★ G3+ Fashion ★ Turtle

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR:
 CUSTOMER ENGAGEMENT PROGRAM –
WOMEN'S FASHION



NOMINEES:

★ Bestseller (Vero Moda And Only) ★ Faballoy And Indya



Presented by:
Gaurav Bansal, HOD – Leasing, Felix Plaza
Received by:
 Fahad (Xeno) on behalf of G3+ Fashion



Presented by:
Ashish Gupta, Head – Leasing, Elan Group
Received by:
Rishabh Soni, MD, SSIPL

IMAGES MOST ADMIRED FASHION RETAILER OF
 THE YEAR: CUSTOMER ENGAGEMENT PROGRAM –
ACTIVEWEAR



NOMINEES:
 ★ G3+ Fashion ★ Sports Station



Presented by:
Ashish Gupta, Head – Leasing, Elan Group
Received by:
Shazia Zafar, Head – Marketing, Chumbak

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: CUSTOMER ENGAGEMENT PROGRAM – OTHERS



NOMINEES:

★ AMANTE ★ ME N MOMS

IMAGES MOST ADMIRED AFFORDABLE FASHION RETAILER OF THE YEAR



NOMINEES:

★ Khadim ★ Klm Fashion Mall ★ V Bazar ★ Citykart



Presented by:
Pawan Gupta, Founder & CEO, Fashinza
Received by:
Sumit Ghildiyal, VP-Head Retail BD, Landmark Group &
Vijay Krishna, Cluster Operations Head, Easybuy

IMAGES MOST ADMIRED LARGE FORMAT MBO CHAIN OF THE YEAR



NOMINEES:

★ Style Baazar & Express Baazar ★ Lifestyle ★ V Mart ★ V Bazar



Presented by:
Shibu Philips, Business Head, Lulu Malls
Received by:
Sanjay K Chatterjee, State Head, Fashion & Lifestyle - North, Reliance Trends

- » 26. Excellence in operational performance in highly disruptive COVID environment
- » 1500+ stores across India with over 12 mn sqft of retail space
- » Largest omnichannel retailer in India
- » RFID implementation roll-out in stores ensuring better productivity, product discovery time, reduced GRN time
- » Double-digit ATS growth over FY20



Presented by:
Shibu Philips, Business Head, Lulu Malls

Received by:
Lavish Soni, Business Head - Retail & Trade, Rare Rabbit along with his team

**IMAGES MOST ADMIRED
EBO CHAIN OF THE YEAR**



NOMINEES:

- ★ Pepe Jeans India Limited
- ★ Octave Clothing
- ★ Jack & Jones
- ★ Forever New
- ★ Only
- ★ Vero Moda
- ★ Puma India
- ★ Bata
- ★ Manyavar
- ★ W

- » Effective technology adoption: In-built POS for front-end, in-built inventory management software, website, App and omni software; using technology to conserve energy
- » Dedicated customer service module that results in 45% repeat customer
- » Long-standing supplier relations

**IMAGES
EXCELLENCE AWARD**



NOMINEES:

- ★ Senco Gold And Diamonds
- ★ The T- Shop
- ★ Vip Industries

- » Reliance Jewels launched its Bella collection with minimalistic designs and affordable pricing to address the jewellery needs of millennials
- » Launched with a music video, the campaign captured the different situations in the life of a Bella consumer, adding a personal touch



Presented by:
Bhavesh Pitroda, Director & CEO, IMAGES Group

Received by:
Abhinav Juneja, Regional Manager, Marketing - Delhi NCR &
Vivek Mathur, Cluster Manager, Operations - Delhi NCR, Reliance Jewels

Category Partner



Retail Real Estate Partner



Mall Partner



Supported by



Luxury Insight Partner

