



IMAGES FASHION AWARDS 2024

Fashion Retail Brands Honoured for Innovation, Excellence at IFF 2024

The 23rd IFF culminated in a gala event in the form of the IMAGES Fashion Awards (IFA) celebrating excellence in the field of fashion retail. The awards were a venerable gathering of the who's who of the industry in the country...

IMAGES Business of Fashion

The 23rd edition of the India Fashion Forum (IFF) was held on February 21-22, 2024 at Hotel Conrad, in Bengaluru. This premier fashion retail event was an enriching experience, an exchange of ideas, insights and expertise.

Attendees were privileged to hear from distinguished speakers and engage in thought-provoking discussions on the theme of the event – 'Making The Fashion Business Great Again'. The conference – which witnessed captains of the fashion retail industry speaking at various, pertinent sessions – encapsulated the diversity of perspectives on consumer behaviours, digitalization, discounting impact, supply chain snags, and sustainability demands, helping enrich the understanding of attendees on how to give life to the next Golden Age of Fashion Creation.

IFF 2024 offered an extraordinary environment dedicated to outstanding, mind warping innovation in the business of fashion – from agile design tools to exceptional in-store technology, from the dynamic science of fashion retail analytics to hyper-targeted social and influencer marketing. Interactive sessions and stalls, where attendees had the chance to delve deeper into specific areas of interest and collaborate with peers, fostered meaningful connections and sparked innovative ideas.





The 23rd IFF culminated in a gala event in the form of the IMAGES Fashion Awards (IFA) celebrating excellence in the field of fashion retail. The awards were a venerable gathering of the who's who of the industry in the country.

The annual IMAGES Fashion Awards are adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, company practices and industry goodwill, among others. Due to their 360-degree evaluation process, the IFAs have come to be established as the premier recognition for fashion retailing excellence in India.

The coveted IFA trophies for 2024 went to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2023-24.

Jury Process

The selection process for IFA 2024 involved inviting entries from the country's leading fashion brands and retailers across multiple categories for their unique performance in the calendar year 2023.

The awards were divided into various segments. In the following pages, we bring you an encapsulation of IFA 2024, including nominations and winners, along with the process of selection.



Shopping Centres Choice Awards 2024

The awardees for the Shopping Centres Choice Awards 2024 were selected through a nationwide survey involving 100+ shopping centres across metros, Tier-I, II and III locations. Malls named their most preferred brands regardless of whether those brands are their tenants or not.

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



INDIAN ORIGIN



Presented by:

Fabrizio Maggi, Commercial Director, South Asia and EMEA Distribution, The LYCRA Company

Received by:

Manish Poddar, Creative Director, **Akshika Poddar**, Creative Director, **Lavish Soni**, Business Head - Offline & team Rare Rabbit



FOREIGN ORIGIN



Presented by:

Fabrizio Maggi, Commercial Director, South Asia and EMEA Distribution, The LYCRA Company

Received by:

Shailesh Chaturvedi, MD & CEO, **Rohiet Singh**, COO, **Yogesh Kakar**, Chief Product Officer, and team Tommy Hilfiger

NOMINEES:

★ Armani Exchange ★ Calvin Klein ★ Levi's ★ Louis Philippe ★ Rare Rabbit
★ Raymond ★ Tommy Hilfiger

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



INDIAN ORIGIN



Presented by:

Fabrizio Maggi, Commercial Director, South Asia and EMEA Distribution, The LYCRA Company

Received by:

Representative of AND



FOREIGN ORIGIN



Presented by:

Fabrizio Maggi, Commercial Director, South Asia and EMEA Distribution, The LYCRA Company

Received by:

Danish Ojha, PR Executive, BESTSELLER India

NOMINEES:

★ AND ★ Cover Story ★ Forever New ★ H&M ★ Kazo ★ Mango ★ ONLY ★ Van Heusen Woman ★ Vero Moda

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

Presented by:
Rishi Suri, Business Development Director - South Asia, The LYCRA Company
Received by:
Deepak Mishra, DGM-Retail Operations LFS and RLFS and **Tripti Pradhan**, Head Training, Mini Club

**FOREIGN ORIGIN**

UNITED COLORS OF BENETTON.

Presented by:
Rishi Suri, Business Development Director - South Asia, The LYCRA Company
Received by:
Nikhil Upadhye, Director Commercial, United Colors of Benetton, **Harita Choudhary Kaul**, Chief Product Officer United Colors Of Benetton, **Kaveri Nag**, Head - Marketing & PR, United Colors of Benetton

NOMINEES:

★ Allen Solly Junior ★ FirstCry.com ★ Gini & Jony ★ Miniklub ★ Mother Care
★ Tommy Hilfiger Kids ★ United Colors of Benetton

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

spykar
YOUNG & RESTLESS

Presented by:
Rishi Suri, Business Development Director - South Asia, The LYCRA Company
Received by:
Sanjay Vakharia, Co-Founder & CEO, Spykar Lifestyles

**FOREIGN ORIGIN**

Levi's®

Presented by:
Rishi Suri, Business Development Director - South Asia, The LYCRA Company
Received by:
Sai Kiran Kumar, Manager eCommerce, Levi's

NOMINEES:

★ Diesel ★ Flying Machine ★ Jack & Jones ★ Killer Jeans ★ Levi's ★ Pepe Jeans ★ Spykar

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: ATHLEISURE / SPORTSWEAR



Presented by:
Anand Dutta, Associate Executive
Director, Retail, CBRE
Received by:
IMAGES Group on behalf of PUMA

NOMINEES:

★ adidas ★ Blissclub ★ HRX ★ Jockey ★ Nike ★ PUMA ★ Skechers

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



Presented by:
Anand Dutta, Associate Executive
Director, Retail, CBRE
Received by:
Paresh Anandapara, Associate
General Manager, Retail
Operations, Vedant Fashions Ltd
(Manyavar)

NOMINEES:

★ Ethnix by Raymond ★ Fabindia ★ Manyavar
★ Mohan Lal & Sons

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



Presented by:
Reema Reji, GM-Leasing, LuLu Group
India
Received by:
IMAGES Group on behalf of W

NOMINEES:

★ BIBA ★ Meena Bazaar ★ Soch ★ Taneira ★ W

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



Presented by:
Stephen Jude Noah, AVP - Leasing
Prestige Group, Forum Malls
Received by:
Roheit Singh, COO PVH Arvind
Brands and team

NOMINEES:

★ Calvin Klein Underwear ★ DaMENSCH ★ Jockey ★ Rupa
★ Van Heusen Innerwear ★ VIP ★ YXXX

IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR: **LINGERIE****INDIAN ORIGIN**

Presented by:
Reema Reji, GM-Leasing, LuLu Group India
Received by:
Kiruba Devi, Head of Category & Sourcing, **Lakshmi Murugesh** - Head of Design Innovation, **Arijit Gorai**, Chief of Staff, CEO's Office, Zivame

**FOREIGN ORIGIN**

Presented by:
Reema Reji, GM-Leasing, LuLu Group India
Received by:
Saurabh Sehgal, Business Head, Beverly Hills Polo Club, Apparel Group

NOMINEES:

★ Amante ★ Clovia ★ Enamor ★ Hunkemoller ★ Marks & Spencer Lingerie
★ Victoria's Secret ★ Zivame

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

Presented by:
Stefan Krueger, Managing Director at AGS
Received by:
Zubair Ahmed, Area Manager and team Metro Brands

**FOREIGN ORIGIN**

Presented by:
Stefan Krueger, Managing Director at AGS
Received by:
Abhay Kumar Singh, Retail Manager, (South) **Shreeja Vimal**, Franchise BD Manager, Tamil Nadu, Hush Puppies

NOMINEES:

★ Bata ★ Hush Puppies ★ Metro Brands ★ NIKE ★ Onitsuka Tiger ★ PUMA ★ Rosso Brunello

Jury Awards

The nominees for the Jury Awards at IFA 2024 went through a meticulous procedure before being considered. For these nomination-based awards, an IFA team of analysts sent nominee presentations to the online jury. Then the finalists presented their success stories to the on-ground jury with analysis of performance metrics such as:

- Growth in top line sales and retail presence
- Sales per square foot
- Same store sales growth
- Effective technology adoption
- Product development
- Customer service
- Buying & merchandising
- Category management
- Supplier relations
- Employee relations
- Marketing & promotions
- Brand distribution & brand retailing

The IFA 2024 Grand Jury included distinguished personalities and intelligence leaders from multiple

fields and with thorough insights on the business of fashion. The Chairperson of the Jury was Bijou Kurien, Chairman, Retailers Association of India.

The IFA 2024 Grand Jury included distinguished personalities and intelligence leaders from multiple fields and with thorough insights on the business of fashion. The Chairperson of the Jury was Bijou Kurien, Chairman, Retailers Association of India.

“ It’s my privilege to chair the jury for the IMAGES Fashion Awards 2024. Over the years, we have seen some daring and innovative promotions, advertising campaigns and attempts to be able to help create differentiation. I’m sure this year we will sustain the same tempo of innovation.”

IMAGES MOST ADMIRED MARKETING & PROMOTIONS OF THE YEAR: CELEBRITY ENDORSED CAMPAIGN (APPAREL CATEGORY)



Presented by:
Bijou Kurien, Chairman, Retailers Association of India
Received by:
Sanjeev Rao, CEO, **Vivek Sandhwar**, COO and team **Being Human Clothing**

IMAGES MOST ADMIRED MARKETING & PROMOTIONS OF THE YEAR: CELEBRITY ENDORSED CAMPAIGN (NON APPAREL CATEGORY)



Presented by:
Bijou Kurien, Chairman, Retailers Association Of India
Received by:
Anukriti Rai, Manager - Brand & Marketing, **John Jacobs**

NOMINEES:

★ Adha Fashions ★ Arrow with Hrithik Roshan ★ Bagline : Evolve with Arjun Rampal ★ Being Human Clothing: Alizeh Launch of Womenswear ★ JADEBLUE: Rock & Roll Weddings with a Feminist Twist with Siddhant Chaturvedi ★ JACK&JONES #DONTOLDBACK4.0 ★ Madame: #Moodboard with Tara Sutaria ★ Manyavar with Ram Charan: "Taiyaar Hoka Aaiye" ★ Masaba Gupta for John Jacobs ★ Park Avenue: Lakme Fashion Week 2023 ★ Reebok: I AM THE NEW! featuring SKY & Taapsee ★ US. Polo Assn. India: Legends Forever Play Together

**IMAGES MOST ADMIRER
MARKETING & PROMOTIONS OF THE YEAR:
FESTIVAL-SALES CAMPAIGN (INDIANWEAR)**



TANEIRA
A TATA PRODUCT

Presented by:
K Ramakrishnan, Managing Director – South Asia, Worldpanel Division, Kantar
Received by:
Shobhika Mathur, Senior Manager, Taneira

**IMAGES MOST ADMIRER
MARKETING & PROMOTIONS OF THE YEAR:
FESTIVAL-SALES CAMPAIGN (WESTERNWEAR)**



spykar
YOUNG & RESTLESS

Presented by:
K Ramakrishnan, Managing Director – South Asia, Worldpanel Division, Kantar
Received by:
Sanjay Vakharia, Co-Founder & CEO, **Gautam Jain**, AVP, Sales – LFR, **Arun Sharma**, National Operations Head, Spykar Lifestyles

NOMINEES:

- ★ Arrow Festive Moments ★ Ethnix by Raymond: Celebrating Kartikeya Months ★ Gajra Gang by Nykaa Fashion
★ JADEBLUE: The big Envy Sale ★ Spykar: Threads of Love ★ Taneira: A Tapestry of Regional Celebrations

**IMAGES MOST ADMIRER
MARKETING & PROMOTIONS OF THE YEAR:
SOCIAL CAUSE CAMPAIGN**



Being Human
CLOTHING

Presented by:
Ashish Dhir, Executive Vice President (Consumer & Retail), 11atice
Received by:
Sanjeev Rao, CEO, **Vivek Sandhwar**, COO and team Being Human Clothing

**IMAGES MOST ADMIRER
MARKETING & PROMOTIONS OF THE YEAR:
SOCIAL MEDIA CAMPAIGN**



Nyk d
BY NYKAA

Presented by:
Rohit Aneja, Director - Grapevine Designs, CEO Be-Blu! Lake Como
Received by:
Siddharth Gaurav, Marketing Head, & team Nykd by Nykaa

NOMINEES:

- ★ Being Human Clothing – FairTrade International
★ Zivame #CheckYourselfOut for Social Cause
★ Nykd By Nykaa: #AllBoobsAreBeautiful

NOMINEES:

- ★ Angel & Rocket: Advent Calendar - 24 days to Christmas ★ Anshula Kapoor x Nykd By Nykaa ★ Being Human Clothing - Dil Ki Awaz ★ Clovia: Happy Is My Super Power ★ Gajra Gang by Nykaa Fashion ★ Lakshita: Where Style Meets Influence
★ Lifestyle : 'Celebrate Your Festive Style' ★ Nykd By Nykaa: Creator Collaboration ★ Pepe Jeans London: I LOVE LONDON
★ PUMA - Cricket is Everyone's Game

**IMAGES MOST ADMIRED
MARKETING & PROMOTIONS OF THE YEAR:
MULTI-MEDIA CAMPAIGN (SPORTSWEAR)**



PUMA

Received by:
Smita Balram, Head of Corporate Communications, **Jerry Sebastian**, Senior Brand Manager - Sports Style, Marketing, **Apoorva Addepalli**, Assistant Manager - Brand Marketing, Marketing, PUMA India

**IMAGES MOST ADMIRED
MARKETING & PROMOTIONS OF THE YEAR:
MULTI-MEDIA CAMPAIGN (FOOTWEAR)**



Bata

Received by:
Soumya Sreekumar, Senior Manager - Category Marketing, Bata

**IMAGES MOST ADMIRED
MARKETING & PROMOTIONS OF THE YEAR:
MULTI-MEDIA CAMPAIGN
(FASHION ACCESSORIES)**



TISSOT
SWISS WATCHES SINCE 1853

Received by:
Shashank Tyagi, Marketing Manager, Tissot India

**IMAGES MOST ADMIRED
MARKETING & PROMOTIONS OF THE YEAR:
MULTI-MEDIA CAMPAIGN
(LIFESTYLE CATEGORY)**



Being Human
CLOTHING

Received by:
Vivek Sandhwar, COO, **Kunal Turukmane**, Vice President, Integrated Planning, Strategy & PMO, **Preeti Chopra** Vice President BD India & Global and team Being Human Clothing

Presented by: **Gitika Goyal**, Board Member UCRF, an International Union for Sustainability in Fashion

NOMINEES:

★ Allen Solly Juniors ★ Bata ★ Being Human Clothing ★ Blackberrys ★ Celio ★ H&M
★ Lifestyle ★ Louis Philippe ★ LuLu Fashion Store ★ PUMA ★ Reliance Jewels ★ Shoppers Stop ★ Tissot
★ United Colors of Benetton ★ Van Heusen

IMAGES MOST ADMIRER INNOVATION OF THE YEAR:

FOR INNOVATION IN PRODUCT



Reebok

Received by:
Deepali Naryani, Footwear Head -
Lifestyle and Walking, **Vikas Dahiya**,
Marketing Manager, **Taru Garg**,
Assistant Manager, Lifestyle and
Walking, Reebok India

Presented by: **Viren Razdan**, MD, Brand-nomics

FOR INNOVATION IN TECHNOLOGY



SHOPPERS STOP

Received by:
Representative of Shoppers Stop

NOMINEES:

- ★ Askaran Binraj: Revolutionizing Procurement with AI-Driven ERP ★ Calvin Klein: Beyond the Seams ★ Moomaya:
★ Eco-Chic JIT Revolution ★ Reebok Spacefoam ★ Royal Enfield: Sustainable Light Weight Riding jacket ★ Shoppers ★ Stop: Loyalty
Innovation with AI ★ Spykar: Cargo Project

IMAGES MOST ADMIRER TECH IMPLEMENTATION OF THE YEAR



Bata

Presented by:
Swarandeeep Singh, MD, Logic ERP
Received by:
IMAGES Group on behalf of Bata

NOMINEES:

- ★ Azorte ★ Bata ★ Biba ★ Lakshita ★ Shoppers Stop
★ U.S. Polo Assn ★ Yousta

IMAGES MOST ADMIRER BRAND FOR DIVERSITY AND INCLUSIVITY



Being human
CLOTHING

Presented by:
Anuj Dalal, Founder, Zestard Technologies
Received by:
Sanjeev Rao, CEO, **Vivek Sandhwar**, COO
and team Being Human Clothing

NOMINEES:

- ★ AD-DRESS NOW by EKansh Trust ★ Being Human Clothing
★ Doodlage ★ Huetopia by John Jacobs ★ John Jacobs: Turban
Edit Ft. Prabh Deep ★ Lakshita Fashions ★ LetsDressUp ★ Nykd by
Nykaa ★ ONLY ★ Reliance Jewels ★ Sassafras ★ Seiko ★ Zyenika

IMAGES MOST ADMIRED MARKET EXPANSION OF THE YEAR (APPAREL CATEGORY)



Received by:
Manish Kapoor, MD & CEO,
Priyaranjan Manay, General Manager
Marketing, **Yadul Bhatkar**, Deputy
Manager, Marketing and team
Pepe Jeans India

&



Received by:
Bidyut Banjadeo, CBO, **Nameet
Saxena**, Design Head, **Rahull
Taneja**, Retail Head & team, Ethnix

IMAGES MOST ADMIRED MARKET EXPANSION OF THE YEAR (NON APPAREL CATEGORY)



Received by:
Representative of Caratlane

Presented by: **Karunesh Vir Vohra**, Catalyst, Business of Design

NOMINEES:

★ Being Human Clothing ★ CaratLane ★ ClearDekho ★ Ethnix by Raymond ★ Meena Bazaar ★ Metro Brands
★ Pepe Jeans London ★ The House of Rare (Rare Rabbit & Rareism) ★ Tommy Hilfiger & Calvin Klein

IMAGES MOST ADMIRED ESG INITIATIVE OF THE YEAR

FOR SUSTAINABILITY



Received by:
Sanjeev Rao, CEO, **Vivek Sandhwar**,
COO and team Being Human Clothing

FOR CSR



Received by:
Sangeet Kishore, Global Business
Head, **Akanksha Mathur**, Global Brand
& Marketing Head, **Mohini Jadhav**,
Head Designer, Lifestyle Apparel &
team Royal Enfield Apparel

Presented by: **Devangshu Dutta**, Co Founder, Third Eyesight Consulting

NOMINEES:

★ Angel & Rocket ★ Being Human Clothing ★ JADEBLUE ★ Moomaya ★ Royal Enfield ★ Skechers

IMAGES MOST ADMIRED BRAND DEBUT OF THE YEAR



Presented by:
Prem Sadhwani, Partner, AGS Group
Received by:
Kumar Nitesh, CEO, **Dominic Vijay**,
Head of Marketing, Ajio Business,
Afsar Tanweer, Sr. Manager-Growth
& Strategy, Fashion World by Trends

IMAGES MOST ADMIRED CONCEPT STORE LAUNCH OF THE YEAR



Presented by:
Pakhi Saxena, Business Director -
Retail CP, Wazir Advisors
Received by:
Sanjay Vakharia, Co-Founder & CEO,
Gautam Jain, AVP, Sales - LFR and
Arun Sharma, National Operations
Head, Spykar Lifestyles

NOMINEES:

★ Fashion World by Trends ★ Pantaloons Onloop, JP Nagar,
Bengaluru ★ VERO MODA Girl ★ Yousta

NOMINEES:

★ Rare Rabbit - Inorbit, Hyderabad ★ Spykar - Phoenix Palladium,
Mumbai ★ The Wedding Studio By Askaran Binraj - Dhekiajuli,
Assam ★ Being Human Clothing, Indirapuram, Bengaluru

IMAGES MOST ADMIRER
EXPERIENTIAL RETAIL CONCEPT OF THE YEAR:
STORE DESIGN (LARGE FORMAT STORE)



IMAGES MOST ADMIRER
EXPERIENTIAL RETAIL CONCEPT OF THE YEAR:
STORE DESIGN (SPECIALTY STORE FORMAT)

IMAGES MOST ADMIRER
EXPERIENTIAL RETAIL CONCEPT OF THE YEAR:
STORE DESIGN (EBO FORMAT)



Received by:
Manish Saxena, Lead Advisor,
 Aadyam Handwoven, An Aditya
 Birla Initiative



Received by:
Manish Poddar, Creative Director,
Akshika Poddar, Creative Director,
Lavish Soni, Business Head - Offline
 & team Rare Rabbit

Presented by: **Naveen Joshua**, Founder & CEO, Green Honchos

NOMINEES:

★ Aadyam Handwoven (An Aditya Birla Initiative) ★ Accessorize London ★ Angel & Rocket ★ Arrow ★ Azorte ★ Being Human Clothing ★ Chunmun (CnM) ★ Club A ★ Giva ★ Grand Seiko Salon ★ H&M India ★ Madame ★ Meena Bazaar ★ Pantaloons Onloop ★ The House of Rare (Rare Rabbit & Rareism) ★ Skechers ★ SS Beauty Store ★ BAGLINE - House of Luxury Bags ★ The Raymond Shop (Aswani Lachmandas Group) ★ Vismay

IMAGES MOST ADMIRED FLAGSHIP STORE LAUNCH OF THE YEAR



UNITED COLORS
OF BENETTON.

Presented by:
Naveen Joshua, Founder & CEO, Green Honchos

Received by:
Nikhil Upadhye, Director Commercial,
Harita Choudhary Kaul, Chief Product Officer,
Kaveri Nag, Head - Marketing & PR, Manager, Growth & Strategy and team United Colors of Benetton

NOMINEES:

- ★ Aadyam Handwoven (An Aditya Birla Initiative) ★ Ethnix by Raymond, MI Road, Jaipur
- ★ Libas, DLF Mall of India, Noida
- ★ The House of Rare, Jaipur
- ★ Van Heusen, Indiranagar, Bengaluru
- ★ United Colors of Benetton
- ★ Angel & Rocket - Banjara Hills, Hyderabad

IMAGES MOST ADMIRED EXPERIENTIAL RETAIL CONCEPT OF THE YEAR: VISUAL MERCHANDISING



VAN HEUSEN

Presented by:
Smita Bhatia, Business Consultant, Third Eyesight

Received by:
Akash Ashesh, Head VM, and **Nidhi Vadher**, VM Manager, Van Heusen

NOMINEES:

- ★ Ethnix by Raymond
- ★ Lacoste India
- ★ Skechers
- ★ Trends
- ★ Van Heusen - Window 2.0
- ★ Van Heusen Move Monday

SOLOx Awards

The SOLOx Awards, an IMAGES original idea, are based on '5 Minute Stories of Fashion Leaders'. These stories are untold, of big business dreams. They hold mega life lessons and are rife with bold opinions and outstanding outcomes. These story sessions are followed by a Q&A with the jury, which then chooses a winner based on story depth, presentation skills and aptness to answer jury questions. The awards were presented by Harminder Sahni, Founder & Managing Director, Wazir Advisors.

WINNER



Amitabh Suri, CEO, USPA, Arvind Fashions Limited

RUNNER UP

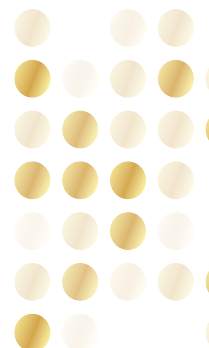


Sanjay Vakharia, Co-Founder & CEO, Spykar Lifestyles

IFF NIFTA Innovation Excellence Awards 2024:

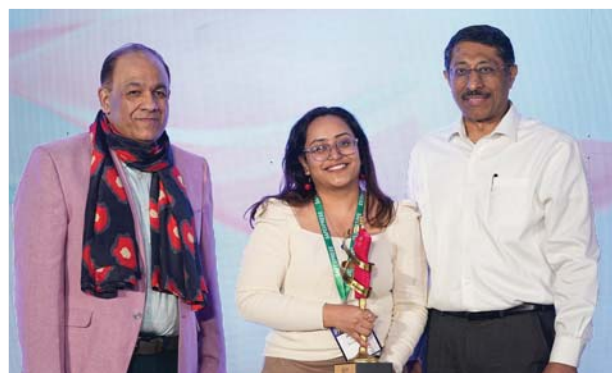
Nominations were invited from Buying & Merchandising as well as Design professionals in fashion retail. The nominees then made presentations to a jury comprising of eminent NIFTA (National Institute of Fashion Design Alumni) members. The nominations were:

- ★ Abhishek Mandal, Team Manager, product strategy, Royal Enfield (A Unit of Eicher Motors Ltd.) - Sustainable Riding Jacket
 - ★ Anand Singh, Senior Manager Design & Development, DaMensch Apparel Pvt Ltd - Reshape The Norm
 - ★ Hari Krishnan, Head of VM, Azorte (Reliance Retail) - Future Of Window Display
 - ★ Kirubadevi, Head-Sourcing & Category, Zivame - Reversible Garment: Saree Shapewear
 - ★ Lakshmi, Head-Innovation & PD, Zivame - Miracle Series
 - ★ Mehulkumar Pancholi, Co-Founder, Multifly Lifestyle Pvt Ltd - Adaptive Trousers
 - ★ Naina Sehgal, Founder & Creative Head, NALPHI - Elegant & Intelligent Design
 - ★ Nikita Prasad Design Head, GIVA - Love in Paris & Bhumi Collection by GIVA
 - ★ Rahul Sharma, VP Design, Product & Supply Chain, Nykaa Fashion - Democratizing Innovation
 - ★ Shreya Goyal, Head of Design, BlackWatermelon - Elevating Ordinary, Innovating Stigma
 - ★ Wasim Ahamed, Product Head, Angel & Rocket - Product Innovation Leads To Better Sales & Sell Through
- ★ After a Q&A session with the nominees, the jury then made a final choice based on concept depth, innovation and impact.



Dignity Champion

Received by:
Mehul Kumar Pancholi, Co-Founder,
Multifly Lifestyle



Art Brain Champion

Received by:
Shreya Goyal, Head of Design,
BlackWatermelon



Essential Luxury Champion

Received by:
Naina Sehgal, Founder & Creative
Head of NALPHI



Silhouette Champion

Received by:
Kirubadevi, Head-Sourcing & Category,
Zivame

Presented by: **Rohit Aneja**, Director-Grapevine Designs, CEO Be-Blu! Lake Como and **Devangshu Dutta**, Co Founder, Third Eyesight Consulting

IMAGES Excellence Awards

IMAGES EXCELLENCE AWARDS FOR USE OF TECHNOLOGY, AI & ML BY A FASHION BRAND OR RETAILER



Received by:
Manish Kapoor - MD & CEO,
Priyaranjan Manay, General Manager
Marketing, **Yadul Bhatkar** - Deputy
Manager – Marketing and team Pepe
Jeans India

IMAGES EXCELLENCE AWARDS FOR CREATING VALUE FOR INVESTORS & CUSTOMERS ALIKE



Received by:
Diksha Singh, AVP Marketing,
BlueStone

IMAGES EXCELLENCE AWARDS FOR INDIA'S 1ST FULL DIGITALLY INTEGRATED RETAILER



Received by:
Bhavin Kothari, CIO & Head - Supply
Chain & Logistics, ace Turtle

IMAGES EXCELLENCE AWARDS FOR A TRADITIONAL RETAILER TURNING AROUND IN MALLS



Received by:
Mayank Mohan, Partner & CEO,
Mohanlal Sons

Presented by: **Nikhil Behl**, CEO (Fashion & Food), IMAGES Group & **Lokesh Chopra**, COO, Fashion Business, IMAGES Group

Forum IMAGES Business of Fashion Leader of the Year Award



A very special ceremony and award was also presented to an outstanding leader in the business of fashion in India at IMAGES Fashion Awards. The special recognition was conferred by **Forum Malls upon Shailesh Chaturvedi, MD & CEO, Arvind Fashions Ltd**, an icon of the fashion business in India.

Noaman Razack, Director, Prestige Group and **Muhammed Ali, CEO of Forum Malls, Prestige Group** honoured Shailesh Chaturvedi with the **Forum IMAGES Business of Fashion Leader of the Year 2024**.

Noaman Razack leads activities of Prestige Group's retail vertical. This comprises the world-class mall network that Prestige creates, establishes and directs, a process he oversees in its entirety. He is also Director of Prestige Fashions Pvt. Ltd. the umbrella organisation for all garment-related retail activity in the Group. He thus brings to the Group his unique experience in fashion retail, the Group's richly textured legacy, as embodied in Prestige – The Man Store. His association with national and international brands, including Raymond, Metro Brands, Mochi, Crocs & Benetton is legendary.

Shailesh Chaturvedi's expertise in running foreign brands is well known to the Indian Fashion Retail industry. In a pioneering effort, he started work on bringing international brands to India in the year 2003 which led to successful launch of the German brand Esprit in India. With Tommy Hilfiger, the business that he has been leading since 2006, he demonstrated how to scale up a premium international brand profitably, with very high-quality execution over a span of 15 years – consistent

execution which is not easy to maintain over such a long period of time.

The fashion retail fraternity is also well aware of his skills at building brands per se – and not just super premium brands. He has helped build several fashion brands in India including Louis Philippe, Van Heusen, Allen Solly, Arrow, US Polo Assn. and Flying Machine.

He is, what many call, a turnaround expert. In his 30 years' experience in the industry, Shailesh Chaturvedi has taken charge of many challenging businesses and has been able to successfully turn them around very quickly.

The turnaround of Arvind Fashions Ltd, a listed company of nearly Rs. 4000 crore in size, was noticed by the fashion retail industry in India at large. Arvind Fashions became PBT positive in the first year of operations under his leadership.

Prior to this, he had executed a very sharp turnaround of the Calvin Klein business which he took over in mid-2017. The way his team glamourized Calvin Klein with better fashion sense, better quality visual merchandising, better retail experience and a hugely popular tie up with Bollywood actress Disha Patani, have been all very awe inspiring.

His sense of cleaning up fashion businesses has been seen by all at Arvind Fashions as well as with Tommy Hilfiger and Calvin Klein. He has been busy energising brand Arrow since 2019 and the industry has noticed a fantastic turn around in the fortunes of Arrow as well.

Being Human Awards

The Images Fashion Awards 2024 not just celebrated the glamour of the fashion industry but also its growing emphasis on ethical sourcing and environmental stewardship.

In a poignant display of commitment to sustainability and social responsibility, Being Human Clothing, a leading brand in conscious fashion – in association with the Fairtrade International – honoured farmers' associations for their exemplary sustainable practices at the IMAGES Fashion Awards 2024.

Fairtrade International is a global movement promoting fairer trading conditions for farmers; through certification, ensuring fair wages, safe working conditions, and environmental sustainability.

Being Human has launched more than 60+ options and impacted lived of 1500+ farmers through this initiative, and this will only go-up from here on.

Bijou Kurien, Chairman, Retailers Association of India, took the opportunity to recognize and applaud the efforts of **Anandhi Farmer's Association**, **Pratima Organic Grower Group**, and **Chetna Organic Agriculture Producer Company Limited**.

Anandhi Farmer's Association has been certified as being Fairtrade since 2018 and they are following Fairtrade Standards as well as undertaking regenerative and organic practices in their project. The flagship Fairtrade Premium project of the association has been to support the members through mechanization and use of technology. Whether it is the use of drones for spraying organic pesticides or investing in a community tractor and micro-rotovators the farmers make significant savings and also improve their productivity.

Sundhari Kandhasamy and Vignesh Chandrasekaran, farmer representatives from Anandhi Farmer's Association, received the award on behalf of the association as did Nandita Baalagurunathan from the promoting body Anandhi Textstyles.

Chetna Organic Agriculture Producer Company Limited has been Fairtrade Certified since 2009 and their flagship Fairtrade Premium Project relates to distribution of Non-Genetically Modified seeds (a key requirement of Organic and Fairtrade Standards) along with provision of other organic inputs to their members which reduces their input costs while fulfilling strict environmental requirements.

The award was received by Kuni Bhoi and Banshi Raj Majhi, farmer representatives from Chetna Organic Agriculture Producer Company Limited, as well as Nandakumar Rajgopalan, CEO Farmer Producer Company.

Pratima Organic Grower Group has been certified by Fairtrade for 12 years and their flagship Fairtrade Premium Projects relates to providing access to essential infrastructure services for their farmer members, be it setting up cooking bio-gas systems, solar street lights or drinking water projects.

The award was received by Banshi Mahakur, the farmer representative from the group, and Pravakar Meher from the promoting body Pratima Agro & Paper Pvt Ltd.

All three associations have demonstrated outstanding dedication to sustainable agriculture, fair trade practices, and environmental conservation, aligning closely with Being Human's ethos of promoting fairer trading conditions and environmental sustainability.



Anandhi Farmer's Association



Chetna Organic Agriculture Producer Company Limited



Pratima Organic Grower Group

