



YOUR  
ACCESS  
TO THE  
FUTURE OF  
FASHION

## IFF ANNUAL MEMBERSHIP & DELIVERABLES\*

### MEMBERSHIP ELIGIBILITY

- i.Fashion Retailers
- ii.Fashion MBOs/ Independent Retailers
- iii.Regional Retail Chains - 3 or more stores/ Brands with Owned Brand Outlets/Shop-in-shops
- iv.National Department Stores/Large Format Fashion stores
- v.Online Retailers
- vi.Groups with Multiple Retail Formats + Franchise/Distribution/Licensing/Own Brand Operations
- vii.Fashion Startups in manufacturing/processing
- viii.Exporters, Manufacturers & Buying Houses of Fashion Lifestyle Products
- ix.Trims & Embellishments
- x.Fashion Franchisees & Distributors
- xi.Fashion & Lifestyle Brands (without own stores/SIS)
- xii.Textile Companies
- xiii.Fibres Fabrics & Finishes

	BRONZE MEMBERSHIP	SILVER MEMBERSHIP	GOLD MEMBERSHIP	PLATINUM MEMBERSHIP
All Inclusive Annual Fee (GST extra)	₹25,000	₹50,000	₹1,00,000	₹2,00,000
Feature/s, editorial coverage (subject to editorial guidelines) in relevant IMAGES publications/ Research Books/Coffee Table Books/online (data & information to be provided by members) (coverage as per member category)	Subject to editorial approval (1 Page), PR value worth ₹50,000	2 Pages, PR value worth ₹1,00,000	5 Pages (PR value worth ₹2,50,000)	10 Pages (PR value worth ₹5,00,000)
Brand Banners on imagesbof.in/ EDM (applicable as per category)	NA	Promo Banners Value up to ₹50,000	Promo Banners Value up to ₹1,00,000	Promo Banners Value up to ₹2,00,000
Corporate Films, Campaign Videos, Case Studies etc in relevant imagesbof.in	NA	NA	1 video for 1 week on home page worth ₹200,000	2 videos for 1 week each on home page worth ₹400,000
Delegate Pass for India Fashion Forum (IFF). Special Invite for Power Breakfasts, Networking Lunches, Awards & Gala Dinners	a. 1 Pass free	a. 2 Passes free	a. 4 Passes free	a. 8 Passes free
Digital Research Reports/ e-Subscription	eResearch Reports / e-Subscription worth ₹2,500	eResearch Reports / e-Subscription worth ₹5,000	eResearch Reports / e-Subscription worth ₹10,000	eResearch Reports / e-Subscription ₹20,000
Business Networking	NA	5 existing member connects	10 existing member connects	15 existing member connects
Coverage under 'Who's Who' (leadership profiles/ features on imagesbof.in)	NA	Yes, PR value worth ₹50,000	Yes, PR value worth ₹50,000	Yes, PR value worth ₹50,000
** Nominations for Images Fashion Awards	1 category per brand	1 category per brand	1 category per brand	1 category per brand
Branding on indiafashionforum.in	Member's logo with URL (PR value worth ₹50,000)	Member's logo with URL (PR value worth ₹50,000)	Member's logo with URL (PR value worth ₹50,000)	Member's logo with URL (PR value worth ₹50,000)

### MEMBERS CAN UPGRADE TO ANY MEMBERSHIP AS PER THEIR CHOICE OF DELIVERABLES

Deliverables are subject to submission of inputs/ confirmations/ approval/ additional charges wherever applicable by specific dates/deadlines as communicated to members.

\*\*The 1st Award nomination for each brand is free. Discount of 50% on processing fee for 2nd nomination onward.

Deliverables are subject to change without notice.

Additional Benefits: Prioritised processing of application for IRF Trusted Mark Certification