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Runway of the Stars

CONGRATULATIONS TO INDIA'S FASHION BUSINESS GREATS!

Marking a landmark moment for India's fashion and retail ecosystem, the 25th edition of the India Fashion Forum (IFF) 2026 concluded on a high note with the prestigious IMAGES Fashion Awards (IFA) 2026, recognising excellence across marketing, retail innovation, customer engagement, store design and leadership. Powered by CRC Group, IFA 2026 was a grand celebration of excellence, recognising the most outstanding fashion retail brands, emerging players, and industry pioneers for their remarkable achievements, innovation, and differentiation. As the grand finale of the IFF in Bengaluru on January 29, 2026, the prestigious gala marked a special milestone—26 years of IFA, honoring excellence in fashion retail.

A total of 14 awards (across various categories) were presented, making the event a true showcase of trailblazers in fashion retail. The rigorous selection process involved inviting entries from the country's top fashion brands and retailers for their performance in calendar year 2025. A thorough shortlisting process was followed by live presentations before an esteemed on-ground jury. Nominees then engaged in substantial Q&A sessions with jury members, ensuring a transparent and competitive evaluation process before awardees were declared.

The criteria for the awards varied across categories. With a distinguished gathering of industry leaders, the IFA once again reaffirmed its status as the ultimate platform for recognising excellence and fostering innovation in India's fashion retail landscape.



IMAGES Most Admired **Marketing & Promotions Campaign** of the Year: **Multimedia**

Avantra

Avantra My Way

Received by: Preeti Shetty, Head of Marketing; Yuvaraj Padmanaban, Sr. Marketing Manager and team



Campus Shoes

You Go Girl!

Received by: Gaurav Sharma, Chief Marketing Officer; Uplaksh Tewary, Chief Business Officer and team



Presented by: Sankalp Kulshreshtha, GM - Leasing and Gaurav Rai, Sr. General Manager, CRC Group

Nominees: Mohanlal Sons: Stay Wild; Ramraj Cotton: Ramraj Vetti Vaaram Begins!; Pepe Jeans London: Get Great Denim; PUMA India: Cricket Is Everyone's Game; Metro Shoes: Introducing Metro Crossover; Ethnix by Raymond: Baat Hi Kuch Aur Hai; United Colors of Benetton: Different Together; Amante: Made Like You; Being Human Clothing: Cake Fake, Birthday For Real; Lulu Fashion Store: Seamless Style; Max Urb_n: Unmute_South Gets Loud; GAP: GAP Hoodie Day; Lifestyle: Winter Sale Campaign; Taneira: Gift of Pure Love

IMAGES Most Admired **Marketing & Promotions Campaign** of the Year: **Digital/ Social Media (By a Brand)**

Spykar Lifestyle

Daur Apna Hai

Received by: Avisha Goswamy, Head of Marketing, Vivek Shah - Chief Manager and Pooja Goel, Social Media Lead



U.S. Polo Assn.

Leisure On The Go

Received by: Arjita Gowri Shankar, Brand Marketing Lead, Shruti Joshi, Sr. Designer and team



Presented by:

Thiruvengadam Rajagopal, Commercial Director – South Asia, The LYCRA Company

IMAGES Most Admired **Marketing & Promotions Campaign** of the Year**Digital/ Social Media (By a Retailer)****Max Fashion**

Max Turn Up the New 13X

Received by: **Sumit Chandna**, Chief Executive Officer and teamPresented by: **Thiruvengadam Rajagopal**, Commercial Director – South Asia, The LYCRA Company

Nominees: **Juicy Couture:** Live the JUICY Life; **Mochi Shoes:** The LIT Collection; **The Body Shop India:** Spark a Change 3.0; **Sabhyata:** Celebrating Motherhood; **Soch:** Stories of India; **Aadyam Handwoven:** #CultureBeyondTextile; **VIRGIO:** Eco-Nic Fair '25; **Taneira:** Real Brides of Taneira; **Easybuy:** #VersionMe25 #WhyNot

Festival Sales**Lacoste**

Court of Light

Received by: **Tarun Kumar**, Regional Operations Head - South and **Sharad Nigam**, Vice President - OperationsPresented by: **Sankalp Kulshreshtha**, GM - Leasing and **Gaurav Rai**, Sr. General Manager, CRC Group

Nominees: **Taneira:** Celebrate Festivals with Taneira; **Shoppers Stop:** Gifts of Love; **Lifestyle:** Festival Sales Campaign; **Raymond Home:** Touch. Feel. Transform

IMAGES Most Admired **Marketing & Promotions Campaign** of the Year: **Celebrity Endorsement****PUMA India**

PVMA

Received by: **Ram Sridharan**, Managing Director and Marketing teamPresented by: **Saikat Mitra**, Director, Yew Clothing & Creative Director, TSPL (UK)**Nominees:** Taneira x Usha Uthup & Mrunal Thakur; GANT x Shahid Kapoor**Jadeblue**

Jasprit Bumrah

Received by: **Shambhav Chauhan**, Executive Director

IMAGES Most Admired **Visual Merchandising Innovation** of the Year

Lifestyle

Received by: Sumit Ghildiyal, Head - Business Development; Akash Kumar, Visual Merchandising - Head and team



LIFESTYLE

Presented by: Shainil Shah, Senior Director - Business Development, Acuver Consulting

Nominees: Max Fashion, Mohanlal Sons, United Colors of Benetton, GAP, Wrangler

IMAGES Most Admired **Experiential Store Design** of the Year

The Body Shop India

Received by: Sujith KG, Regional Manager - Operations



THE BODY SHOP

Presented by: Dr. Rupali Ambegaonkar, Founder and Sanjeev Rao, Co-founder, Bobakat

Nominees: Tommy Hilfiger, Club A, Mohanlal Sons, Helios Luxe, IRTH

IMAGES Most Admired **CSR Initiative** of the Year

Vismay

Received by: Serinlal T James, Business Head and Abraham Paul, Assistant General Manager - Operations



& vismay

Presented by: Jermina Menon, Brand & Marketing Strategist, Bhartiya Urban

Nominees: Max Fashion, Ramraj Cotton, Zivame

IMAGES Most Admired **CRM Initiative** of the Year

Pepe Jeans London

Received by: Rakesh Jallipally, Chief Executive Officer



Pepe Jeans LONDON

Presented by: Anuradha Chandrashekhar and Kanika Vohra, Co-Founders, ICH Creative

Nominees: GIVA, Home Centre, Lifestyle, Ramraj Cotton, V-Mart

IMAGES Most Admired **Flagship Store Launch** of the Year

Exclusive Brand Retailer

TechnoSport

(Sarath City Mall), Hyderabad

Received by: **Puspen Maity**, Chief Executive Officer and team



Multi Brand Retailer

Image Luxe

Moradabad

Received by: **Arpit Agarwal**, Founder and **Bharat Kaul**, Chief Executive Officer



Private Label Retailer

Easybuy

(JP Nagar), Bengaluru

Received by: **Bhupendra Shivhare**, Head of Marketing



Nominees: **Chunmun** (CnM), Rohtak, Haryana; **Iconic Fashion**, Iscon Prozone Mall, Gujarat; **Max Fashion**, Phoenix Marketcity, Bengaluru; **Mia by Tanishq**, South Extension, Delhi; **Mohanlal Sons**, Omaxe Chandni Chowk, Delhi; **Saundh**, Khan Market, Delhi



IMAGES Most Admired Retailer of the Year: **Market Expansion**

New Market Penetration

Bagline

Received by: **Kanchan Shah**, Marketing Head and **Kuldeep Thakur**, Sr. Manager – Marketing and team



Store Count Augmentation

Megamart

Received by: Representative from the brand



360° Market Expansion

Tommy Hilfiger & Calvin Klein

Received by: **Sid Kapoor**, Head – Business Development and **Arun Pinto**, Vice President – Business Development and team



Trading Area Growth

Valli Silks

Received by: **Akhil KV**, Group Creative Head



Presented by:

Nikhil Behl, CEO - Fashion and **Lokesh Chopra**, COO - Fashion, IMAGES Group

IMAGES Most Admired
EBO Debut of the Year

Neo Stretch

Received by: **Rishi Agarwal**, Founder and **Akash Mishra**, Assistant Vice President



Presented by: **Iti Rawat**, Director, Thinkhall Training and Consultancy
Nominees: Babyshop, beYon House of Titan, EUME, Roar For Good

IMAGES Most Admired
Concept Store Launch of the Year

Knockout

Barnala, Punjab

Received by: **Darpan Kapoor**, Chairman and **Harmeek Singh**, Sr. Manager – Marketing and team



Presented by: **Timo Karanko**, Global Apparel Leader and **Anna K Johansson**, Change Management Director, TAM Retail

Nominees: Bare Brown (Hyderabad); Club A (Hyderabad); Highlander X Tokyo Talkies (JP Nagar, Bengaluru); Runway (Mall of Asia, Bengaluru)

special Awards

25th India Fashion Forum
Leader of Leaders Award

BS Nagesh

Founder, TRRAIN



Presented by: **Amitabh Taneja**, Chairman & MD, IMAGES Group



Forum Malls Award for
Business of Fashion Leader

Vineet Gautam

Founder & CEO, 91Brands



Presented by: **V Mohammad Ali**, CEO, Forum Malls (Prestige Group)

From SKETCH to SPOTLIGHT

India's Fashion Innovators Take Centrestage

IFF
INNOVATORS
CLUB
AWARDS

Powered By
LYCRA
XTRALIFE

At the landmark 25th edition of India Fashion Forum, the IFF Innovators Club Awards 2026, powered by The LYCRA Company, emerged as a defining platform to honour excellence in innovation, creativity, and value-chain leadership across India's fashion ecosystem. Rooted in the vision of the IFF Innovators Club, launched in 2023 to empower internal teams driving design, product development, sourcing, and sustainability, the Awards celebrated the real changemakers working behind the scenes. While innovation is often associated with runways and campaigns, the 2026 honours spotlighted the vital systems, processes, and people ensuring that every stitch, shipment, and storefront reflects world-class standards.

As the industry navigates rapid transformation, the Awards recognised individuals, teams, and organisations building agile, transparent, and resilient operations through sustainable practices and digital integration. The first three categories acknowledged functional heads and teams demonstrating outstanding innovation in materials, finishes, processes, and product and collection development. The next two honours celebrated leaders who effectively leveraged research and consumer insights to drive relevance, cultural resonance, and product stickiness. The final two awards recognised holistic excellence across sourcing, manufacturing, environmental impact reduction, supply chain sustainability, and transparent communication of ESG practices.

Together, the IFF Innovators Club Awards 2026 reinforced IFF's commitment to nurturing innovation across the value chain and celebrating the creative and technical excellence shaping the future of Indian fashion retail.



IMAGES Most Admired Fashion Innovation of the Year
Disruptive Design — Product

Nyked by Nykaa

Nyked
BY NYKAA

Received by: **Simran Sharma and Swati Sud**, Design Team

Presented by: **Thiruvengadam Rajagopal**, Commercial Director –
South Asia, The Lycra Company



IMAGES Most Admired Fashion Innovation of the Year
Disruptive Design — Visual Merchandising

Seven Sarees

7
seven
SAREES

Received by: **Hemamalini Padmanabhan**, Founder

Presented by: **Thiruvengadam Rajagopal**, Commercial Director –
South Asia, The Lycra Company

IMAGES Most Admired Fashion Innovation of the Year
Design Innovation in Craft

Seven Sarees

7
seven
SAREES

Received by: **Hemamalini Padmanabhan**, Founder

Presented by: **Sam Shalgaonkar**, Sr. Regional Sales Manager –
South Asia, Pantone





IMAGES Most Admired Fashion Innovation of the Year
New India Consumer Breakthrough

Zivame



Received by: **Prachi Walia**, AGM & Design Head

Presented by: **Rishi Suri**, Head - Sales & Marketing, Alpine Creations

IMAGES Most Admired Fashion Innovation of the Year
New India Consumer Breakthrough

Van Heusen Innerwear



Received by: **Shankar Chowdhury**, General Manager – Design

Presented by: **Thiruvengadam Rajagopal**, Commercial Director – South Asia, The Lycra Company



IMAGES Most Admired Fashion Innovation of the Year
Modern India Supply Excellence

Better Cotton Initiative



Received by: **Vishal Kumar**, Membership & Supply Chain Officer

Presented by: **Nikhil Behl**, CEO - Fashion, IMAGES GROUP



IMAGES Most Admired Fashion Innovation of the Year
Circular Fashion Initiative

PA Footwear



Received by: **C. Anbumalar**, Vice Chairman

Presented by: **Puneet Dudeja**, Director of Business Development,
WGSN South Asia



IMAGES Most Admired Fashion Innovation of the Year
Sustainable Fabric Adoption

R|Elan™ SmarTex

Reliance Industries Ltd.



Received by: **Aditi Gupta**, Sr. Brand Manager

Presented by: **Murugan T**, President & **Jyoti Ranajn**, Vice President,
Grasim Industries

Special Mention

IMAGES Most Admired Fashion Innovation of the Year
Revival of Craft

Adyam Handwoven

Aditya Birla Initiative



Received by: **Manish Saksena**, Business Lead



Nominees: **Adyam Handwoven**, an Aditya Birla Initiative — Manish Saksena, Business Lead; **Aston Martin** — Timex Group Design Team; **Avartan** — Gautam Gupta and Asha Gupta, Directors; **Better Cotton Initiative** — Vishal Kumar, Membership and Supply Chain Officer; **Bharat Biomaterials** — Priyansh Kothari & Sahaj Sarupria, Co-Founders; Colour Me by **Lifestyle** — Anuradha Sengupta, Design Head; **Flying Machine** Denim Design and Innovation Team — Sharath Prasad, Mohit Srivastava, Ganesh Jena; **Flying Machine** — Mohit Srivastava, DGM Design & Innovation; **Max Fashion** Design Team — Kamakshi Kaul, Shalini Nair, Tulika Agarwal; **Nykd by Nykaa** Design Team — Simran Sharma and Swati Sud; **R|Elan™ SmarTex** Team, Reliance Industries Limited; **PA Footwear** — Ratan RLS, C. Anbumalar; **Seiko India** Team; **Seven Sarees** — Hemamalini Padmanabhan, Founder; **She & Her** — Ashritha Raju, Founder & Creative Director; **Moomaya Fashion**-Tech Strategy Team; **Virgio** Design Team — Mohita Rastogi, Mukesh Kumar, Ishita Nimbalkar; **Zivame** — Prachi Wallia, AGM, Design Head.



IFF's Day 1 evening proceedings began with a series of special recognitions presented by one of India's legacy textile leaders, RSWM Ltd., honouring its valued partners for their continued trust, collaboration, and contribution to shared success.

Awards Presented by
Arvind Maurya, Chief Executive & Business Head, LNJ Knits Division
and Ashish Bhatnagar, Chief Marketing Officer, LNJ Denim Division

Most Valued Partner Award from LNJ Denim
Shell Apparels Pvt. Ltd.



Most Valued Partner Award from LNJ Denim

Best Sellers Apparels Pvt. Ltd.



Most Valued Partner Award from LNJ Knits
Shahi Exports Pvt. Ltd.

