



IMAGES FASHION AWARDS 2014

INDIA'S MOST ADMIRED FASHION BRANDS, RETAILERS & DESIGN CONCEPTS FELICITATED AT IFA '14

IMAGES Fashion Awards 2014 recognised outstanding achievers in the business of fashion in India for their performance in the calendar year 2013. Held at the Bombay Exhibition Centre in Mumbai, the ceremony to honour the achievements of India's leading fashion brands and retailers kicked off with a high-voltage entertainment sequence by Jack & Jones 'All Starr Jamm', which was a multi-artist jamming session with Shibani Kashyap, Shalmali Kholgade, Aditya Narayan, and Swaroop Khan. Show emcees were – Manasi Scott & Tunvey Gogia. Manasi also rocked the show with rendition of Skyfall which was ably complemented by Fictitious Group, who performed a high-energy dance featuring the dynamic Skechers brand.



IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: MENSWEAR

UNITED COLORS OF BENETTON

- Total number of sales point grew 29% over the previous year
- Total retail space grew by 23% over the previous year
- Total annual sales turnover of brand grew by 45% over the previous year

Received By:
Sundeep Chugh, Commercial Director, Benetton India

Presented By:
Yogeshwar Sharma, COO, Select Citywalk



United Colors of Benetton



Vero Moda

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: WOMENS WESTERNWEAR

VERO MODA

- Total number of sales point grew 67% over the previous year
- Total retail space grew by 43% over the previous year
- Total annual sales turnover of brand grew by 60% over the previous year

Received By:
Vineet Gautam, Country Head, Bestseller India

Presented By:
Dr Marc Liewehr, DFV, Germany

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: KIDSWEAR

UNITED COLORS OF BENETTON

- Innovative advertising campaigns & dedicated visual merchandising at the retail space acted as a treat for the customer.
- Total annual sales turnover of brand grew by 45% over the previous year

Received By:
Sundeep Chugh, Commercial Director, Benetton India

Presented By:
Devika Bhat, The Woolmark Company



United Colors of Benetton

IMAGES MOST ADMIRER
FASHION BRAND OF THE YEAR:
JEANS & CASUALWEAR

TOMMY HILFIGER

- Total number of sales point grew 11% over the previous year
- Total retail space grew by 11% over the previous year
- Total annual sales turnover of brand grew by 33% over the previous year

Received By:
Shailesh Chaturvedi, CEO, Tommy Hilfiger (India) and Team

Presented By:
Kishore Bhatija, MD & CEO, Inorbit Mall



IMAGES MOST ADMIRER
FASHION BRAND OF THE YEAR:
NEW LAUNCH
SIN

- The brand was launched in Milan, Italy with more than 150 premium retailers from the Southern and North Eastern states.
- Designs and washes are developed by the leading fashion house 'Studio Moda Creativa' based in the fashion capital of the world, Milan – Italy.

Received By:
Vijaylaxmi Poddar, MD, Clothing Culture & Team

Presented By:
Simonetta Bartolomei, Embassy of Italy



IMAGES MOST ADMIRER
FASHION BRAND OF THE YEAR:
ACTIVE SPORTSWEAR
PUMA

- Total number of sales point grew 16% over the previous year
- Total retail space grew by 20% over the previous year
- Total annual sales turnover of brand grew by 38% over the previous year

Received By:
Abhishek Ganguly, Executive Director, Puma (India)

Presented By:
Ram Sareen, Head Coach & Founder, Tukatech



IMAGES MOST ADMIRER
FASHION RETAILER OF THE YEAR:
PRIVATE LABEL
RELIANCE TRENDS

- Total retail space for fashion & lifestyle category grew by 17 % over the previous year.
- Total retail space for private labels in fashion & lifestyle category grew by 36 % over the previous year.
- Total annual sales turnover from fashion & lifestyle category grew by 55 % over the previous year.

Received By:
Akhilesh Prasad CEO, Reliance Trends &
Vineet Nair, CMO, Reliance Trends

Presented By:
Kishore Bhatija, MD & CEO, Inorbit Mall

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

- Total number of sales point grew 21% over the previous year
- Total retail space grew by 55% over the previous year
- Total annual sales turnover of brand grew by 31% over the previous year

Received By:
Siddharath Bindra, Managing Director, BIBA

Presented By:
Holger Knapp, DFV, Germany



IMAGES MOST ADMIRER FASHION
RETAILER OF THE YEAR:
NATIONAL LARGE FORMAT CHAIN
LIFESTYLE

Received By:
Vivek Thilakan, Asst. Vice President - Operations (West) and **Sanjeev Gera**- Business Manager, Lifestyle International Pvt Ltd.

RELIANCE TRENDS

Received By:
Akhilesh Prasad CEO, Reliance Trends

Both Awards Presented By:
Manohar Samuel, President-Marketing Birla Cellulose



IMAGES MOST ADMIRER FASHION DESIGN CONCEPT OF THE YEAR

MOST ADMIRER
DESIGN CONCEPT OF THE YEAR:
OUTSTANDING CONCEPTS ACROSS
ALL CATEGORIES

UCB-100% BENETTON

For consistency in concept execution &
delivering exceptional business results

Received By:

Sundeep Chugh, Commercial Director, Benetton India



UCB



Levi's

MOST ADMIRER
DESIGN CONCEPT OF THE YEAR:
JEANSWEAR WOMEN

LEVI'S - REVEL

For blending technology & styling to deliver
exceptional fashion, comfort & fit for women

Received By:

Nihal Rajan, Design Lead, Levi's (India)



Peter England

MOST ADMIRER
DESIGN CONCEPT OF THE YEAR:
JEANSWEAR MEN

PETER ENGLAND - OXYGEANS

For water saving, stain resistant & easy
wash jeans

Received By:

Akhil Gupta and Maqbul Shaik, Peter England
Design team

MOST ADMIRER
DESIGN CONCEPT OF THE YEAR:
MENSWEAR

PARK AVENUE - ZERO GRAVITY

For blending technology & styling to deliver
exceptional fashion, comfort
& fit for men

Received By:

Pawan Thukral, Deputy Manager-Marketing, &
Santosh Pandey, Deputy Manager-Design, Park Avenue



Park Avenue



Indigo Nation

MOST ADMIRER
DESIGN CONCEPT OF THE YEAR:
MENSWEAR

INDIGO NATION - SUBJECT TO CHANGE

For attitude concept implementation across
four genres - work, casual, club & street

Received By:

Shibani Mishra, Chief - Marketing, Indus League

MOST ADMIRER
DESIGN CONCEPT OF THE YEAR:
WOMENSWEAR WESTERN

RIG LADIES - BLOOMING BACKWOODS

For oriental fashion inspired from different
shades of nature to create a softer and
sophisticated adventure clothing

Received By:

Krishna Thingbaijam, Head of Design,
Future Lifestyle Fashion



Rig Ladies

**MOST ADMIRED
DESIGN CONCEPT OF THE YEAR:
KIDSWEAR**

PINK & BLUE - RED, BLUE, WHITE
For concept execution & delivering
exceptional business results

Received By:
Krishna Thingbaijam, Head of Design, Future
Lifestyle Fashion & Team



Pink & Blue

**MOST ADMIRED
DESIGN CONCEPT OF THE YEAR:
WONDERWEAR**

ARROW - SUPERLUXE
For the stitchless shirt

Presented By:
Vishal Mirchandani, CEO, Brigade Enterprises and **R S Roy**, Editorial Director, Images Group

**MOST ADMIRED
DESIGN CONCEPT OF THE YEAR:
WOMENSWEAR INDIAN**

SHOPPERS STOP - HAUTE CARRY
For a sassy fusion look for a brazen diva!

IFA FASHION FORWARD LEAGUE HONOURS

'IFA Fashion Forward League' is a path breaking initiative to recognise and nurture the country's most dynamic and progressive fashion retailers! India's top 20 fashion companies, including Madura Fashion & Lifestyle, Arvind Brands, Raymond Apparel and 30 leading brands, nominated India's most progressive fashion retailers across four regions, and these retailers were inducted to 'IFA Fashion Forward League.' The night saw 23 inductions!



Presented By:
Amitabh Taneja, Chief Convenor, India Fashion Forum
and CMD, Images Group
Vijaylaxmi Poddar, MD, Clothing Culture,
Vineet Gautam, Country Head, Bestseller India,
Rachna Aggarwal, CEO, Indus League Clothing,
Shailesh Chaturvedi, CEO, Tommy Hilfiger, India,
Abhishek Ganguly, Executive Director, Puma

Received By:
Avneesh Mishra, **Ethix Clothing, Pune**
Darpan Kapoor, **Kapsons, Chandigarh**
Deepak Aswani, **My Kingdom, Cochin**
Dharmesh Patel, **Options, Mumbai**
Gurpreet Singh, **No Exit, Amritsar**
Harish Kumar, **Neerus, Hyderabad**
Jitendra Chauhan, **Jade Blue, Ahmedabad**
Ketan Pishe, **PN Rao, Bengaluru**
Manohar Chatlani, **MD Retail LLP, Bengaluru**
Vijay P Varmaa, **Samarth Lifestyle, Jaipur**
Mayur Gosalia, **Big G, Goa**
Rajesh Jaju, **Basics, Delhi**
Rishab Soni, **SSIPL, Delhi**
Sanjay Sahni, **Biglife RW, Delhi**
Sandeep Kohli, **Kohli Brothers, Lucknow**
Shamsher Singh Hura, **All That Jazz, Bhubaneswar**
Sunny Bharani, **Blue Club, Rajkot**
Swastika Jalan, **Sohum Shoppe, Guwahati**
Swarup Chandrashekar, **Deepam Silk Retail, Bengaluru**
Wasim Gori, **Pakiza, Indore**
Kalyan Annam, **Kalamandir, Hyderabad**
Shree Shivam, Raipur
Snowwhite, Delhi

RELIANCE TRENDS PERFORMANCE AWARDS



Reliance Trends, one of India's largest & fastest growing fashion destination presented the 'Reliance Trends Performance Awards' to 7 of its key national partners which were instrumental in Reliance Trends fabulous growth.



Best Performing Partner:
WOMENSWEAR: DEAL
*Received By: Sameer Patel, Vinod Patel,
Apeksha Patel, Sanjay Aswani*



Best Performing Partner:
KIDSWEAR: 612 IVY LEAGUE
Received By: Manu Indrayan, Mohita Indrayan



Best Performing Partner:
OPERATIONAL EXCELLENCE: 109°F
*Received By: Rahul Goenka, Rahul Mehta,
Radeesh Kagzi, Sailesh Soni*



Best Performing Partner:
**STRATEGIC PARTNERSHIP:
FUTURE LIFESTYLE FASHIONS LTD.**
*Received By: Rachna Aggarwal, Mukesh Udaya,
Gunjan Verma*



Best Performing Partner:
EMERGING BRAND: CRIMSOUNE CLUB
Received By: Vivek Aggarwal



Best Performing Partner:
EMERGING BRAND (NON-APPAREL): PORTICO
Received By: Kiran Randive



Best Performing Partner:
MENSWEAR: OXEMBERG
Received By: Albert Pinto

Presented by:
Akhilesh Prasad, CEO,
Vineet Nair CMO,
Deepak Sonthalia,
Head, External Brands
Karan Singh,
Chief Manager
Gunjan Verma,
Chief Manager

THE BIRLA CELLULOSE EXCELLENCE AWARDS

made naturally chic by



Birla Cellulose
Fibres from nature

To celebrate and acknowledge the contribution of its key partners across the value chain for having contributed in growing the cellulosic fibers category in the country, Birla Cellulose initiated and presented a unique category of awards – the 'Birla Cellulose Excellence Awards.' FIVE Birla Cellulose Excellence Awards were presented to five enterprises who symbolised optimal value creation in the yarn to fashion creation business.



VSF Knitting (international): **MERCURY**

Received By: **Rahul Sachdeva**, MD, Mercury
Presented By: **Manohar Samuel**



VSF Knitting (domestic): **SUDITI**

Received By: **Chinraj**, President, Suditi
Presented By: **Manohar Samuel**



Suiting Fabric Manufacturer: **SIYARAMS**

Received By:
Manesh Mirani, Vice President-Sales & Marketing, Siyarams Suiting
Presented By: **Sushil Hada**



Women's Fabric Manufacturer: **BRFL**

Received By: **Sanjay Biyani**, CEO, BRFL
Presented By: **Amrish Shahi**



Fashion Retailing: **GLOBAL DESI**

Received By: **Sangita Rohira**, CEO, Global Desi
Presented By: **Ritesh Khandelwal**