

INDIA FASHION FORUM

January 29 – 30, 2008
The Renaissance, Mumbai, India

india
textile
forum innovation in FASHION



Knowledge Partner
technopak

INDIA FASHION FORUM 2008 Schedule - 29th & 30th Jan 2008

Exhibition Timing – 09:00 Hrs Till 19:30 on Day 1 and Till 17:00 Hrs on day 2

Registration starts at 08:00 hrs on both days

Lunch will be served between 12.30 hrs till 15.30 hrs

Beverages, Cocktails, Snacks & More! - Through out the day

Schedule Subject to change

IFF'08: 29th Jan (Day 1)

09:00 – 10:00 IFF Trends – Trend View

10:00 – 13:30 Common Inaugural Session – India Fashion Forum(IFF) & India Textile Forum (ITF) at the Ball Room

10:00 – 11:00 Opening Session

Welcome Address

Designing the future of fashion

Dr. Darlie Koshy, Chairman, India Fashion Forum & Director, National Institute of Design

Inaugural Address

Can a 'NANO' happen in the fashion business?

E.V.K.S. Elangovan, Hon'ble Minister(MOS), Ministry of Textiles

The Future of Fashion – World View on India

Aaron Boey, MD, Levi's (Asia Pac), Singapore

Global Perspective - India & Other Emerging Markets

Troels Holch Povlsen, Chairman, Best Seller, Denmark

11:00 – 12:00

Driving Consumption

Session Leader & Anchor : Rama Bijapurkar

Panel Discussion:

Kishore Biyani, CEO, Future Group

D Shivakumar, VP & MD, Nokia India

Nikhil Chaturvedi, MD, Provogue

12:00 – 13:30

Weaving a Vision for the Business of Fashion

Session Leader & Anchor : Arvind Singhal, Chairman, Technopak

Welcome address: Ramesh Poddar, President, FAITMA & Vice-Chairman & MD, Siyaram's

Panel Discussion:

Product and Process, Innovation

P K Gothi, MD, Morarjee Textiles

Dr. P R Roy

Prashant Agarwal, Bombay Rayon

Moreno Petrulli, Mitor, Italy

Krishna Mehta, Designer

Branding, Positioning & Marketing

Shreyas Joshi, President, Raymond Apparel

Sanjay Kapoor, MD, Genesis Colours

Dipali Goenka, Director, Welspun Retail

Tarun Joshi, CEO, Brandhouse Retails, SKNL

Viraj M. Shah, ED, Ruby Mills

Sunita Kaul DMM, Wal-Mart

13:30 – 15:00 Brands Collections on the Ramp at the Fashion Theater

14:30 – 18:00 'How To' Sessions at the Ball Room

- 14:30 – 15:00 How to Spot Trends that Make Business Impact?**
Laurent Le Mouël, Art Director, Promostyl, France

Anchor: Anchal Jain, Chairman, Primetex, France
- 15:00 – 15:30 How to Dream Big?**
Can Koutons become the H&M of India?
Jörg Nowicki, Managing Editor, TextilWirtschaft
ONE-TO-ONE with D P S Kohli, Chairman of Koutons Retail
- 15:30 – 16:30 How to Fashion Your Retail Space Right?**
Phil McArthur, SCSM, Ivanhoe Cambridge Inc., Canada
Lewis Allen, Director-Environmental Interior Design, Portland Design Associates, UK

Experts invited for Panel Discussion:
Dharmesh Jain, CMD, Nirmal Lifestyle
Vishal Mirchandani, CEO - Indiabulls Megastore

Anchor: Anuj Puri, MD, JLLM
- 16:30 – 17:00 How to Differentiate as a Product, a Brand or a Store?**
Bruce K. Rowley, Global Brand and Communication Director, Apparel Invista S.à r.l.
- 17:00 – 18:00 How to Define & Develop the luxury market in India?**

Radha Chadha, Best Seller Author
The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury.
Pradeep Hirani, Chairman, Kimaya Fashions
Dilip Kapoor, MD, Hidesign
Mehul Choksi, Chairman Giatnjali Group
Marc Treves, National Director Retail, JLL

Anchor: Tarun Joshi, CEO, Brandhouse Retails, SKNL
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- 17:00 – 17:30 Preview of Triumph 2008 Collection at Triumph Haute Zone
By Invitation Only – For Retail Buyers**

15.30 – 18.00 Talk Shows & Workshops at the Fashion Theater

- 15.30 – 16:00 The Future of Home Shopping**
David Walter, MD, Photolink Creative Group, UK
- 16.00 – 16.30 Fashion Your Way to Retail Success**
Chetan Desai, VP, Marketing and Retail, Reliance Industries (Only Vimal)
- 16:30– 17:00 Teching up Fashion**
Atul Ujagar, Director Nike India, Srilanka & Pakistan
- 17:00 – 17:30 Fabindia- Walking a different path**
Shilpa Sharma, All India Mktg. Head, Fab India
- 17:30 – 18:00 Expanding the Horizon of Your Business**
Graeme Payne, Partner, Field Fisher Waterhouse, UK

Motivational Sessions with World Experts at the Ball Room

- 18:00– 18:30 Wealth Beyond Profits**
Lakshmi Menon Bhatia, Director, Global Partnerships, Social Responsibility, Gap Inc. USA
Anchor: Badrinath Gulur, CEO - Four-D, Switzerland & South Asia Director - SAI, USA
- 18:30 – 19:15 Challenge of Change**
Where is the Next Change Coming From?
Tony Hunt, Motivational Management Speaker, UK
- 19:15 – 19:45 Fashioning Life**
Christian R Fabre a.k.a Swami Pranavananda Brahmendra Avadhuta
also founder-CEO of Fashions International (FI)

IFF'08: 30th Jan (Day 2)

Trend Talk Shows at the Trend View

The key Influences that are shaping the future consumer mindspace

By Promostyl, France

10:30 – 12:20 Trend Talk Shows at the Trend View By Promostyl, France

- 10:30 - 10:40** **Introduction to Influences:** The Talk Shows will discuss 5 major orientations that are representative of current trends: whether it be new places, new exhibits, cultural trends or products. These elements are seen everywhere and are an integral part of socio-cultural landscape that is at the basis of consumer demands.
- 10:40 - 11:00** **Heritage :** Back to values which may have been lost, but which are today revived. Importance of good manners and the huge comeback of great classics.
- 11:00 - 11:20** **Cosmic Vision :** The heart of a natural world - but manipulated with ideas of science: This technology-Nature fusion trend gives rise to a more beautiful world.
- 11:20 - 11:40** **Ecology & Ethics :** Importance of recycling, salvaging, etc. in a world where all peoples must live - better! - together.
- 11:40 - 12:00** **Color Obsession :** a veritable explosion of colors in a display of mega-optimism that makes everybody feel happy and enthusiastic.
- 12:00 - 12:20** **Twist & Switch :** 100% female! shows the craze of "Girls Only" products - but is also the expression of a sort of derision - even self-derision - where we don't take ourselves too seriously!

Fashion & Textile Workshop at the Fashion Theater

Launch of Textile Excellence Club

By Mitor, Italy

10:30 – 14:30 Launch Workshop of the Textile Excellence Club at the Fashion Theater By Mitor, Italy

- 10:30 – 10:45** **Mitor Presentation**
- 10:45 – 11:15** **Global Scenario and Trends of the Textile & Apparel Market**
 Fast Fashion Brands Distribution and Retail
- 11:15 – 11:45** **Discussions over tea**
- 11:45 – 12:00** **Opportunities and Threats for the Textile Chain actors- SWOT Analysis**
- 12:00 – 12:30** **Textile Excellence Club; the “added value” approach**
 Concept Identity Members profile Benefits for TEC Members
- Case study: The Thai Textile Trend (T³) Project by Mitor**
- 12:30 – 13:30** **TEC Milestones**
- Design**
 Fashion Trends & Market directions Italian Design Fabric collections development TEC collections coordination
- Know How**
 Technical support to move creativity into producible textile products Product development process
- Marketing & Sales**
 TEC Brand creation & TEC brand Policies Global Vision Strategy; the new way to do business in textile
 Sales Strategies: i) from products to collections (TEC) ii) from Company to Brand
- Promotion Activities**
 Communication Strategies TEC Brand based Events
- 13:30 – 14:00** **TEC Membership Policies and Organization.**

IFF'08: 30th Jan (Day 2)

Ball Room Agenda

10:00 – 11:30	Fashion Retail Quiz by Quiz Master Derek O' Brien at the Ball Room
11:30 – 14:30	Insights & Learning Sessions at the Ball Room
11:30 – 12:00	Where is the business? Consumer Insights and Opportunity Areas - Comparison: India & Other BRIC Nations Ireena Vittal, Head Retail Practice, McKinsey & Co
12:00 – 12:30	How can we work with Bollywood to pioneer trends? B S Nagesh, MD, Shoppers' Stop Vikram Phadnis, Bollywood Designer
12:30 – 13:30	Youth Power Launch of Sportswear International Indian edition Welcome Address: Dr. Rolf Grisebach, CEO and Managing Director of DFV Germany Anchor: Klaus N. Hang, Editorial Director & Publisher, Sportswear International Panel: Jim Terwee, ED, G-Star James Bettle, ED, Asia, Ben Sherman Troels Holch Povlsen, Chairman, Best Seller, Denmark Chetan Shah, MD, Pepe India Ameet Panchal, CEO, Lee Cooper India
13:30 – 14:30	What you Want your Brand to Be? Alain Moreaux, CEO, Gentleman Farmer, France (Formerly headed Gap, Blue Salon & Cortefiel) Mourad Amarsy, Founder, Princess Tam-Tam, France Anchor: Anchal Jain, Chairman, Primetex, France
14:00 – 14:30	Preview of Triumph 2008 Collection at Triumph Haute Zone By Invitation Only – For Retail Buyers

IIF 2008 Anchors

Chetan Sharma, Consulting Editor, Zee Network
Anish Trivedi, Chairman and MD, Banyan Tree Communications
Jörg Nowicki, Managing Editor, TextilWirtschaft

IFF CEOs Conclave

30th Jan (Day 2)

14:30 - 17:30 Fashion Retail in Detail : CEOs Conclaves with international experts at the Ball Room

Brain storming sessions with captains of the industry to chart out growth path for various segments of the business of fashion

14:30 – 14:45 **Prelude by B. S. Nagesh, MD, Shopper's Stop**

14:45 – 15:30 **Fashion Forward**

Fashion buying, Merchandising, Trend Spotting, Durability of Fashion, Fashion Changeover.

Anchor: Chetan Shah, MD, Pepe India

Panelists:

Vinay Nadkarni, CEO, Globus
Sanjeev Agrawal, CEO, Pantaloons
Rishab Soni, MD, Sports Station
Suresh Bhatia, Director, Major Brands
Anurag Rajpal, Business Head, Apparel, Spencer's Retail
Shailesh Chaturvedi, CEO, Tommy Hilfiger (India)
Anupam Bansal, Director, Liberty Shoes
Krishna Mehta, Designer

15:30 – 16:15

Fashion Reach

What is a good reach? 30-50-70 cities? 1000 stores? 100-500-1000 crore?

Anchor: Bijou Kurien, President & CEO, Life Style, Reliance Retail

Panelists:

D P S Kohli, Chairman, Koutons Retail
Akhil Chaturvedi, Director, Provogue
Reetika M Dalal, Executive Head, Forbes Brands
Ram Chandra Agarwal, CMD, Vishal Retail
Anil Lakhani, ED, Gini & Jony
Manoj Chandra, VP, Bata India
Surjit Singh, COO, Brand House Retail
Vijay Chauhan, Director, Sales, Adidas India

16:15– 17:00

Fashion Logistics

Distribution, information & supply chain

Anchor: Subhinder Singh, MD, Reebok India

Panelists:

Pawan Jain, Chairman, Safexpress
Ashish Dikshit, President (Lifestyle & Retail) Madura Garments
Anshuman Singh, CEO – Future Logistics & Value Fashion
Sunil Pathare, Director, Maxwell Industries
Rajiv Merchant, CEO, Portico
Anil Atri, CSMO, Gati

17:00– 17:45

Fashion Profit

Investment, Profitability & return - What phase is the country, when compared to costs, opportunity & growth

Anchor: Hemchandra Javeri CEO, Home Solutions Retail

Panelists:

Shumone Chatterjee, MD, Levis India
Amar Agrawal, MD, SPA Agencies India
Lalit Kumar, CEO & Director, Ebony
Rajan Mudaliar, MD, ColourPlus
Bipin Gurnani, President, Provogue
Arif Sheikh, Director, Plaza Centres (India)
Chakor Jain, Business Head, Lee

18:30 Onwards

LYCRA® IMAGES FASHION AWARDS – Celebrations & Gala Dinner

IFF has arranged for transport - to & from – The Renaissance – Intercontinental The Grand.

IFF Venue : Renaissance Mumbai Hotel & Convention Centre, Near Chinmayanand Ashram, Powai, Mumbai 400087 India

Ph : +91-22-66927171, +91-22-66927088 (fax) Toll Free: 1600-11-7888

Awards Venue : Intercontinental The Grand, Sahar Airport Road, Mumbai, 400059 India

Ph : +91-22-66992222, Fax: +91-22-66998888

