



Industry Partners



Trend Partner



## 10<sup>th</sup> India Fashion Forum to begin on 28<sup>th</sup> January 2010

*~ 200 thought leaders to address 'Business of Fashion in the Decade Next' ~*

*~ Retail SMEs, Regional Brands and Fashion Franchisees to congregate with world majors ~*

**January 23<sup>rd</sup>, 2010** – The 10<sup>th</sup> edition of the **India Fashion Forum (IFF)** will be held this year on **28<sup>th</sup> & 29<sup>th</sup> January, 2010** at The Renaissance, Powai in Mumbai. Organised and presented by the **IMAGES Group**, IFF, over the years, has been the catalyst for investments from world's biggest fashion houses – setting up production, distribution, sourcing facilities and also partnering with Indian enterprises for retail expansion in India – one of the two vibrant markets having successfully survived the onslaught of global downturn.

"IFF has been the focal point for all vibrant thoughts to converge and indeed it will be useful for business captains, policy makers, entrepreneurs and professionals to join in for this mega congregation of the fashion industry and be a part of fashioning thoughts for sustainability and expansion," says the **IFF Chairman Mr. Gautam Hari Singhania**, CMD, Raymond. The forum is expected to see over 200 Thought Leaders deliberating on most crucial issues of the business of fashion in India. "With the country witnessing a Retail Renaissance of sorts, sharing of views from different regions will indeed help understand consumption and buying pattern in different parts of India. This will help brands, retailers and shopping centre developers create new formats to better serve consumers and also undertake specific programmes for potential markets/consumer segments", adds Mr. Singhania.

Speaking on the IFF inspiration **Founder & Group CEO, Future Group, Mr. Kishore Biyani**, says, "We have been closely associated with IFF since its beginning 10 years ago and it was also around the same time that we began dreaming of Pantaloons as India's favourite fashion chain. Every year, IFF reiterated our confidence in the true potential of the Indian fashion market. Looking back, I recollect how at every IFF, I was pushed to make some bold statements – mostly quite unachievable by any standards -- and then how hard I had to work with my team-mates and associates to get my uttering to bear fruit! At IFF 2006, I stated that India's first billion dollar fashion business would come from our group. This year we will achieve this target and fashion will remain at the forefront of our business expansion plans. It will be great to be a part of the 10th anniversary of IFF and continue the target practice!"

### **Unfolding the Business of Fashion for the Decade Next**

Supported by Apparel Exports Promotion Council (**AEPC**), Federation of All India Textile Manufacturers Association (**FAITMA**), The Fashion Alliance of India (**FA**), and Worth Global Style Network (**WGSN**), this two day magnum opus of fashion business will [see the world of fashion & retail converge – Learn, Share and Evolve – and Unfold the Business of Fashion for the Decade Next. The seamless exchange of experiences and innovative ideas at IFF paves the way for not just the fashion industry, but also many for other industries that are directly or indirectly linked to designing, marketing and retailing of fashion and lifestyle products.](#) The fashion & lifestyle market in India – comprising apparel & textiles, shoes & accessories, jewellery & watches, beauty & wellness, home & décor and lifestyle gadgets -- commands a lion's share in the modern retail pie with almost two thirds of the market share.

Calling upon the export majors to join IFF, **AEPC Chairman, Mr. Premal Udani** says, "India has been acclaimed the next Fashion Destination for Global Brands & Retailers, the 2<sup>nd</sup> fastest growing economy in the world, the 3<sup>rd</sup> largest economy in terms of GDP, coupled with largest young population in the world, which is over 890 million people below 45 years of age. The role of Brands and Retailing has assumed a great significance and the AEPC Conclave titled 'Market of the Future: The World V/s India' will be a platform to share learning, understanding brand opportunity in India and to evolve a roadmap for the next generation, who may be interested in brand building and enhancing retailing activity in India. The deliberations, which shall take place in this Conclave, shall go in a long way in making policy changes from exports of apparels to exports of banded apparels".

## What's' New at 10th IFF?

IFF will see launch of the BIG SHOW 'Fashion Next!' - some 100 'India Ready Brands' including Tommy Hilfiger, Levi's, Puma, Monte Carlo, Fila, Crocs, Triumph, Gini & Jony, Lilliput, the brands of Raymond Apparel, Madura Garments, Arvind Brands among others showcasing great concepts and collections in truly international style.

In addition to Fashion Branding, Marketing & Retailing, subjects that IFF addressed stridently in the past, the 10<sup>th</sup> IFF brings a world of exciting opportunity for Designers, Merchandisers, Buyers and Sourcing teams of Fashion Brands, Manufacturers, Exporters & Buying Houses -- presenting Inspiration, Innovation and futuristic Ideas in Product and Retail Design & Development.

[Bollywood and Cricket are India's two priced obsessions. How the fashion industry capitalizes on opportunities where the whole nation connects? Bollywood sets trends for masses. What inspires designers who fashion stars?](#)  
The subject makes a big session at IFF with world's top sportswear brands like Nike, Reebok, Puma, Adidas, Fila etc. discussing how fashion can promote sports and vice a versa, and top [Bollywood Designers](#) like [Neeta Lulla](#), [Narendra Kumar](#) and [Anita Dongre](#) interacting with key lifestyle brands and retailers on [how](#) the industry [can we work with Bollywood to pioneer trends?](#)

The 'Regional Retailers Conclave' at IFF 2010 will bring together top fashion retailers & franchisees on stage with their learnings and Success Stories for a mega session with industry leaders and support fraternity. The session will facilitate interaction of 100s of SME retailers with brands, developers, investors and retail support fraternity and find collaborative opportunities for growth in all four regions of India.

IFF will see world authorities on trends and consumer insights including WGSN's world-renowned Content Director, Ms. **Juliet Warkentin** from London presenting seminars on fashion and retail trends with inspirations from across the globe.

[In addition to IFF Fashion Vision Conclave, Leaders Summit, Out-of-box Presentations & Success Stories, Brand Shows IFF will present Prof. Ravi Dhar, Director, 'Yale Center for Customer Insights' and 'George Rogers Clark Professor of Management and Marketing', USA. In an interactive session with Indian masters on the subject 'How Do We Befriend Our Customers?', the speaker extraordinaire whose exhilarating oratory has engrossed audiences across the globe, a superb presenter of thoughts that challenge every preconceived notion of retail marketing. Prof. Ravi Dhar at IFF will share insights from his ongoing research and lead the CEOs Conclave to get clarity on how much we know our customer of today. What are their preferences? How they are likely to behave in the evolving marketplace? How does an initial choice influence subsequent choices? How to build brands using new media and how to reach the consumer of today?](#)

With all this and a lot more under its umbrella, IFF culminates in the **IMAGES Fashion Awards (IFA)** on the night of 29<sup>th</sup> January, 2010 - the only one of its kind extravaganza for the fashion brands and retailers in the world. Celebrating the 10<sup>th</sup> anniversary of this mega congregation IFA this year, will recognise the outstanding efforts of best retailers - department stores, regional chains, independent retailers/ MBOs and franchisees - all those who have been part of the fashion retail success story in India.

With participation of the key stakeholders -- comprising major fashion & lifestyle brands, manufacturers & exporters, retailers, shopping centre developers, supply chain & logistics, IT, retail design & shopfit companies and the entire support industry -- the two-day forum - with leadership sessions, CEOs conclaves, workshops, talk shows, exhibits of futuristic concepts in fashion forecasting, branding and retailing, the best of retail spaces across India -- will be an unparalleled opportunity for business networking.

The two-day event will be an excellent opportunity for our international guests to get a feel of Indian fashion market. Going by past experience, we anticipate active participation of all major brands & retailers from every segment of fashion business -- clothing & textiles, footwear, sportswear, jewellery & watches, fashion gadgets & accessories, home fashion, luxury & more.