

FACILITATING
INSIGHTS,
COLLABORATION &
GROWTH IN
FASHION
RETAIL



Edition 24

IFF 20
25

INDIA FASHION FORUM



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Dear Readers,

What an incredible two days it has been at the 24th edition of the India Fashion Forum (IFF) 2025! Hosted by IMAGES Group on January 28-29 at the Sheraton Grand Whitefield, Bengaluru, this year's event was nothing short of spectacular. With over 1,500 attendees, 500+ brands, 300+ industry experts, and 100+ exhibitors, IFF once again proved why it's India's ultimate fashion business platform.

This year, our theme—Fashion Collaboration: From Peers to Partners—highlighted the power of working together, sharing ideas, and driving innovation as an industry. Across two days, we witnessed some of the most insightful discussions, fresh perspectives, and game-changing strategies that will shape the future of fashion retail in India.

After a year of bold moves in 2024, we were determined to make IFF 2025 the most dynamic edition yet, and I truly believe we achieved that. The conversations were inspiring, the collaborations meaningful, and the takeaways invaluable. It's clear—the future of fashion lies not just in competition but in coming together to create something bigger.

We extend our sincerest gratitude to each and every one of you for your unwavering support and enthusiastic participation in the India Fashion Forum. For those who couldn't be there, the February edition of Business of Fashion brings you a deep dive into all the key discussions and innovations from IFF 2025.

A huge thank you to all our speakers, participants, and partners—you made this event a phenomenal success. Can't wait to do it all over again next year!



Amitabh Taneja

Shah Rukh & Aryan Khan's D'YAVOL Announces New Collection

Luxury streetwear brand D'YAVOL X, co-founded by Shah Rukh Khan, Aryan Khan, Leti Blagoeva, and Bunty Singh under the D'YAVOL Luxury Collective, has announced the launch of its third collection – X3.

The X3 collection will include a suede jacket signed by Shah Rukh Khan as its centerpiece, alongside new additions such as caps, and staples like tees, hoodies, and pants. The collection follows the brand's limited-release model, which emphasises exclusivity and premium craftsmanship.

D'YAVOL X's first two drops achieved global success, selling out in under 48 hours. The brand has attracted customers from regions including Japan, Australia, the UK, the US, Europe, and the Middle East.

Aryan Khan said, "Our first two drops have already paved the way for the brand, but this one is our strongest so far, so we titled it the masterpiece! I am sure that it will receive the same kind of love and support not only from our existing customers but also from new patrons around the globe."



KAZO Launches Limited-Edition Luxe Collection

KAZO has introduced its KAZO Luxe Collection, a limited-edition line of evening gowns and cocktail dresses crafted from premium fabrics. Designed to reflect modern luxury, the collection aims to cater to special occasions with tailored pieces that emphasise confidence and elegance. In December 2024 the brand significantly expanded its retail footprint in India, opening 8 new stores in a span of two months. The collection will be available exclusively at selected stores such as Select CityWalk, DLF Mall of India, Ambience Mall (Gurugram), and Phoenix Palladium in Mumbai. Customers can also access the collection online at the brand's official website.



FILA India Launches Sports-Inspired Lifestyle Collection

FILA India has launched its new collection, combining street culture and bold self-expression. The collection incorporates elements of basketball artistry and vibrant streetwear, designed to appeal to the modern urban trailblazer. The collection features oversized tees, co-ords, joggers, and basketball-inspired designs crafted from premium-quality fabrics, reflecting the brand's Italian legacy. From retro digital prints to sleek athleisure, the pieces are created for those looking to redefine everyday style. Key pieces from the new collection include Trig & Toad (Winter Co-ords), Curris (Oversized Tee), Gessa (Sports Bra) & Melisa (Gym Tights), Livana oversized tees, Cavel Co-ord Set. Each piece of the sports-inspired lifestyle collection is available in various colours with diverse designs inculcating comfort and style alike.

The collection is available at FILA brand outlets, Foot Locker Store at Nexus Select City Walk and online.



‘EasyBuy Is Steadily Expanding, Adapting to Changing Consumer Needs’

Two years ago, EasyBuy pivoted to a company-owned, company-operated model for a uniform store experience, across its network and to appeal to a broader audience...

Kajal Ahuja



EasyBuy started 10 years ago as a category extension within Landmark Group's hypermarket, Spar. It later evolved into a standalone format, mainly serving family shoppers in Tier 2 and Tier 3 cities through a franchise model.

In 2015-16, EasyBuy began franchising, offering prices at least 30% lower than competitors in the value segment, which had no national players at the time. However, as value fashion evolved and competition increased, the brand saw an opportunity to expand beyond family shoppers to include younger consumers and to appeal to a larger cohort of aspirational middle-class segment.

The brand has opened 40-50 company-owned stores in last two years and expanded into metros while maintaining a strong presence in Tier 2 and Tier 3 markets. From a category within Spar hypermarkets to a rapidly expanding standalone fashion brand, EasyBuy has come a long way. With a sharp focus on affordability, private labels, and large-format stores, the brand is now evolving beyond its Tier 2 and 3 strong hold to capture metros and younger consumers.

In a freewheeling chat with IMAGES Business of Fashion's Kajal Ahuja, Karan Mehta, CEO, EasyBuy shares insights on its retail strategy, category expansion, and future roadmap.

Excerpts from the chat...

Which technologies are you implementing to enhance in-store customer experience?

For EasyBuy, the in-store experience is all about delivering the best price-value equation, reliability, and consistency. The brand prioritises offering the lowest prices and high-quality products over investing in advanced in-store technologies.

Instead of features like self-checkout, RFID, or endless aisles, EasyBuy focuses on making shopping easy with clear product discoverability, smooth navigation, and a fast checkout process. Customers should feel they are getting at least 30-40% lower prices compared to competitors, while still receiving high-quality and on trend products. The goal is to pack value into the product.

How do you ensure profitability while offering products at a low or affordable price?

Our profitability has remained strong due to a robust supply chain and long-standing supplier partnerships. Our processes are

INDIA FASHION FORUM 2025

A Grand Celebration of Fashion Forward Collaborations & Innovations

Themed 'Fashion Collaboration: From Peers to Partners', the two-day forum provided an ideal platform for brands, retailers, designers, and thought leaders to engage in insightful discussions and explore new business opportunities.

IMAGES Business of Fashion Bureau



Tapping the Real Bharat Opportunity

IMAGES Business of Fashion Bureau

Once seen as demand centers for largely 'value fashion', India's tier 2 towns and beyond have climbed the affordability divide and crossed over, to become a mega-hub for branded and trend-first fashion. E-commerce growth is one of the key drivers to fuel this transformation over the past decade enabling access to the fashion aspirations of Bharat. While tremendous strides are being made, the Big Bharat opportunity is yet to be fully tapped.

Vishak Kumar, CEO, Madura Fashions and Lifestylie – ABFRL and Nandita Sinha, CEO, Myntra get talking about why the trajectory of the business of fashion is closely tied to the 'Bharat' consumption story, and how to allign the two. Excerpts...

VK: How would you complete this sentence: 'To succeed in Bharat, you must...'

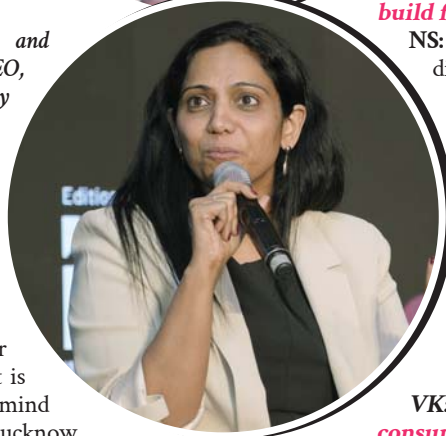
NS: You must truly embrace Bharat—it cannot be seen as something separate or distant. It's about recognising that Bharat is an integral part of who we are. I always remind people that I come from Bharat, from Lucknow, a small town where I studied and grew up. Success in Bharat comes from understanding and connecting with it, not viewing it as "the other." If you do, you won't truly succeed.

VK: Is Bharat a single entity, or does it consist of many diverse Bharats? As a national organisation, how do you navigate and address this complexity?

NS: India is a mosaic of diverse cultures, languages, and traditions, making it home to many 'Bharats.' Moving from one state to another, everything from food to festivals changes. Over the past five to seven years, this regional uniqueness has been more widely celebrated. Post-COVID, there's a noticeable shift—being Indian is now seen as cool, with festivals from Pongal to Bihu embraced nationwide. For businesses, this means recognising and catering to regional preferences. E-commerce, without physical storefronts, must leverage technology for personalisation, tailoring merchandise to specific regional needs. Partnering with local brands and expanding vernacular accessibility—like the rise of Hinglish searches—are key to effectively engaging Bharat's diverse consumer base.

VK: Do you have plans to go even more vernacular?

NS: Embracing vernacular content has been transformative. Last year, we tailored our approach for different Bharats' by



engaging local influencers who celebrated their cities while integrating Myntra. This hyper-local strategy resonated more than traditional media, strengthening our connection with regional audiences. Bharat shares metro-city aspirations, and the key is making them accessible through personalisation, regional engagement, and authentic storytelling that truly speaks to each community.

VK: As an e-commerce player, when you enter an established market, seeing the opportunities, how do you differentiate and build further on the market?

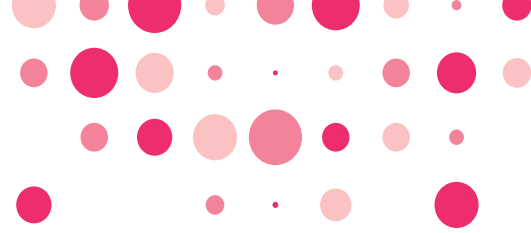
NS: E-commerce is evolving alongside India's digital maturity, requiring multiple playbooks instead of a singular approach. First, brands must adapt strategies to different regions. Second, success lies in partnerships rather than competition—collaborating with brands and retailers to create value together. Third, personalisation is key—ensuring that once consumers arrive on a platform, they experience an environment tailored to their region, preferences, and needs, making their shopping journey more relevant and engaging.

VK: What are the key differences between consumers in Bharat and those in metro cities? Does the fashion quotient vary? Do consumers in Bharat think differently? What major distinctions do you observe, and how do these impact market strategies?

NS: The biggest difference lies in how fashion is perceived and adopted across different consumer segments. In metro cities in India, there are more early adopters of fashion trends, whereas Bharat has fewer early adopters. Additionally, Bharat's community-centric lifestyle influences fashion choices—clothing that aligns with family and community norms plays a significant role. While it may not seem obvious, data reveals this trend, highlighting the importance of understanding and catering to regional preferences.

VK: When a popular celebrity wears a distinctive outfit in a blockbuster film or when any celebrity sparks a fashion trend in Bharat, is there an opportunity to create an "As Seen on Screen" model similar to ASOS, making those styles instantly accessible to consumers?

NS: Absolutely, I believe there's a huge opportunity here. In fact, local markets often do a better job of quickly capturing and replicating trending looks from popular films than even large platforms with vast data capabilities. The key is to embrace this agility and improve upon it, making trend-driven fashion more accessible and seamless for consumers. This is a significant opportunity that we should capitalise on.



Navin Joshua
Director, GreenHonchos



“Consumers expect brands to understand them—what they like, when they shop, and even what they might need next”

Zahid Ansari
VP - IT, Forever New Clothing

Quick Commerce & AI: The Future of Fashion Retail is Here

In a session powered by GreenHonchos, industry leaders came together to discuss ‘Digital Transformation in Fashion Retail: From Runway to Omnichannel Excellence’.

IMAGES Business of Fashion Bureau

Fashion is no longer just about style—it’s about speed, personalisation, and seamless experiences. The rise of quick commerce (Q-commerce) is reshaping how consumers shop, making instant gratification a reality even in fashion. Meanwhile, AI-powered hyper-personalisation is turning every customer interaction into a tailored experience. From real-time inventory management to AI-driven styling assistants, the fashion retail landscape is undergoing a radical digital transformation.

These groundbreaking shifts took centre stage at the India Fashion Forum 2025, where industry leaders came together for the panel discussion ‘Digital Transformation in Fashion Retail: From Runway to Omnichannel Excellence’.

Moderated by **Navin Joshua**, Founder & Director of GreenHonchos, the session featured insights from:

- **Ketan Chunchanur** (Head - Modern Trade & E-commerce, Modenik Lifestyle);
- **Nirdosh Chouhan** (CPTO, Agilitas Sports);
- **Zahid Ansari** (VP - IT, Forever New Clothing)

The panellists discussed how the fashion industry is adapting to the digital era—embracing AI, tackling logistical challenges, and reimagining omnichannel retail to meet ever-evolving consumer expectations. Here’s a closer look at the key insights from the discussion.

Fashion at the Speed of Q-Commerce
Traditionally, quick commerce has been

associated with groceries and everyday essentials, but it’s now making waves in fashion. The idea that customers can get their favourite fashion pieces delivered within hours is transforming how brands operate.

“Speed is no longer a differentiator; it’s the new normal,” said Chouhan of Agilitas Sports, emphasising how consumer expectations have shifted. To stay ahead, brands are investing in micro-fulfillment centers and AI-powered demand forecasting to deliver products faster than ever.

However, not all fashion categories fit into the Q-commerce model. Ketan Chunchanur of Modenik Lifestyle explained that while essentials like innerwear and athleisure benefit from fast delivery, premium fashion still thrives on experience rather than speed.

“There is a fundamental difference between a customer who needs a last-minute T-shirt and one looking for an exclusive designer piece. The key is understanding which segments can be serviced efficiently with quick commerce,” Chunchanur noted.

To make Q-commerce viable in fashion, brands are working on optimising inventory distribution. Real-time tracking, AI-powered demand prediction, and efficient last-mile logistics are enabling brands to reduce delivery times while maintaining profitability.

AI & the Rise of Hyper-Personalisation
If Q-commerce is transforming when customers receive products, AI is redefining what they buy. With AI-driven



25 Celebrating Years of Excellence in Fashion Retail



The IMAGES Fashion Awards (IFA) 2025 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 24th edition of India Fashion Forum (IFF) in Bengaluru on January 28-29, 2025, the prestigious gala marked a special milestone—25 years of IMAGES Fashion Awards (IFA), honoring excellence in fashion retail. This year's awards ceremony also added the Innovator's Conclave Awards, further expanding the scope of recognition for groundbreaking ideas in the industry.

A total of **33 awards (across various categories) along with three Being Human Awards**, 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 2024. 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 winners were declared.

The criteria for the awards varied across categories. For the Innovator's Conclave Awards, the focus was on creativity and originality, practicality and feasibility, and measurable impact. Meanwhile, other IFA categories were judged on concept depth, execution strategy, and measurable impact. With a distinguished gathering of industry leaders, the IMAGES Fashion Awards 2025 once again reaffirmed its status as the ultimate platform for recognizing excellence and fostering innovation in India's fashion retail landscape.



INDIA BRAND SHOW 2025

SHOWCASES SPRING/SUMMER FASHION TRENDS

The India Fashion Forum 2025 set the stage for a spectacular presentation of Spring/Summer 2025 collections, celebrating the creativity and innovation of India's leading fashion and lifestyle brands.

With a refined and immersive runway experience, the event showcased the latest industry trends, blending elegance with contemporary aesthetics. Each ensemble reflected the ever-evolving fashion landscape, offering a preview of the season's upcoming style preferences.

As brands unveiled their meticulously crafted designs, the India Brand Show 2025 delivered a captivating journey into modern fashion sensibilities, reaffirming its position as a premier platform for trend exploration and industry excellence.

INDIA
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The Vismay Experience

Redefining Ethnicwear with Customer-Centric Innovation



As the brand continues to grow, its focus remains on delivering quality, craftsmanship, and a seamless shopping experience – both in-store and online.

IMAGES Business of Fashion Bureau

Vismay's journey began in 2004. It was launched by legacy brand Novelty Clothing, a pioneering wholesale brand in South India since 1987 and was created with a singular vision – to redefine the women's ethnicwear landscape. A decade later, in 2014, the brand opened its first exclusive outlet, bringing its designs directly to customers. Over the last two decades, Vismay has evolved from supplying to MBOs to a renowned retail brand, expanding to 37+ stores across South India. With a commitment to timeless elegance and contemporary designs, Vismay introduces new collections every week.

Today, Vismay stands as a trusted name in ethnic fashion, offering versatile styles that blend tradition with modernity. As the brand continues to grow, its focus remains on delivering quality, craftsmanship, and a seamless shopping experience – both in-store and online.

The Differentiator

Vismay caters to women between the ages of 25 and 45. Its products lay emphasis on high-quality fabrics, with a focus on comfort, durability, while being luxurious. The brand stands out in its offerings since it follows an all year round collection rather than seasonal and occasion specific clothes.

"We release a minimum of 7 designs a week and produce only an average of 400 units of a design in varied sizes. This helps to eliminate overstocking & giving room for fresh designs," says Joseph Paul George, Executive Director, Vismay.

A premium brand, Vismay further differentiates itself from competition by making its prices accessible and affordable. Kurtis range from ₹1,199 to ₹4,999, offering value for quality. The

Narh Secures Seed Funding From Former CEO of VLCC

Launched in 2016 in Australia as a beard care brand, Narh expanded to India and evolved into a complete men's personal care brand with a fresh identity and authenticity.

IMAGES Business of Fashion Bureau

Men's speciality personal care brand Narh has announced that it has secured seed funding from former MD & Group CEO of VLCC Health Care Ltd., Sandeep Ahuja. A veteran in the beauty and personal care space, Ahuja is a highly regarded business leader in the BPC sector. His extensive experience encompasses several key leadership roles over 25 years in the FMCG, wellness, and retail services sectors across 12 countries in Asia and East Africa.

The brand – founded by Ayush Hans Mehra – aims to use the funding to enable expansion and visibility through retail partnerships while driving new product innovation with cutting-edge formulations and ingredient sourcing.

Additionally, it is expected to strengthen sales teams to accelerate distribution and growth across India. While further offline growth is a significant milestone for the brand, the success of this funding is also rooted in building a more robust online presence for Narh to scale e-commerce sales.

“These are exciting times for the male grooming market in India. Narh's rise aligns perfectly with the evolving landscape of men's grooming in the country, where personal care is no longer a niche but a mainstream priority. As modern consumers seek innovative, high-quality products, Narh's focus on clean, high-quality ingredients and efficacious formulations positions it as a leader-in-the-making in shaping the future of this thriving market,” says Sandeep Ahuja.



FERRY

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