

## BOARD

**Editor-in-Chief:** Amitabh Taneja  
**Editorial Advisor:** R S Roy  
**Publisher:** S P Taneja  
**Director:** Anjali Sondhi  
**CEO:** Nikhil Behl

## EDITORIAL

**Editor:** Surabhi Khosla  
**Associate Editor:** Sandeep Kumar  
**Business Reporter:** Kajal Ahuja

## CREATIVES

**Art Director:** Pawan Kumar Verma  
**Sr. Layout Designer:** Prakash Jha

## PRODUCTION

**Sr. General Manager:** Manish Kadam

## SUPPORT

**Sr. General Manager - Administration:**  
Rajeev Mehandru

## ADVERTISING

**Chief Operating Officer:** Lokesh Chopra  
lokeshchopra@imagesgroup.in

**Manager:** Sarabjeet Kaur  
sarabjeetkaur@imagesgroup.in

## MUMBAI

**General Manager:** Dinesh Balan  
dineshbalan@imagesgroup.in

## BENGALURU

**Vice President:** Suvir Jaggi  
suvirjaggi@imagesgroup.in

## CONSUMER CONNECT & SUBSCRIPTION

**Asst. General Manager:** Priti Kapil  
pritikapil@imagesgroup.in

**IMAGES MULTIMEDIA PVT. LTD.**  
(CIN: - U22122DL2003PTC120097)

REGISTERED OFFICE: S-61 A, Okhla  
Industrial Area, Phase II, New Delhi 110020  
Ph: +91-11-40525000, Fax: +91-11-40525001  
Email: info@imagesgroup.in,  
www.imagesgroup.in

MUMBAI: E 517, Floral Deck Plaza, Central MIDC  
Road, Opp SEEPZ, Andheri East, Mumbai 400 093  
Email: info@imagesgroup.in  
Ph: 022-28398000

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## Fashion Retail Digest

- 8 NEW COLLECTION**  
A glance at the new collections From Shah Rukh & Aryan Khan's luxury streetwear brand's new drop to FILA's sports-inspired designs and Aditya Birla's global ethnicwear debut, here's what's trending in fashion retail.

## Fashion Fisheye

- 14 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*



## India Fashion Forum 2025

- 16 IFF 2025: GRAND CELEBRATION OF FASHION FORWARD COLLABORATIONS & INNOVATIONS**  
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.
- 18 BHARAT'S RETAIL PULSE: HOW HOMEGROWN RETAILERS SHAPE THE FUTURE OF FASHION**  
AT IFF 25, an eclectic panel of retail veterans who live and breathe this evolving market shared their perspectives on where the industry is headed.
- 22 TAPPING THE REAL BHARAT OPPORTUNITY**  
Vishak Kumar and Nandita Sinha get talking about why the trajectory of the business of fashion is closely tied to the 'Bharat' consumption story.
- 24 COLLABORATE TO THRIVE**  
The discussion explored how leading fashion brands are leveraging collaboration to strengthen operations, enhance consumer engagement, and drive growth.

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## IFF 2025

- 28 QUICK COMMERCE & AI: THE FUTURE OF FASHION RETAIL IS HERE**  
In a session powered by GreenHonchos, industry leaders discussed 'Digital Transformation in Fashion Retail: From Runway to Omnichannel Excellence'.
- 32 THE FUTURE OF FASHION IN A POST-OMNICHANNEL WORLD**  
The roundtable powered by ClickPost saw industry leaders discussing challenges and opportunities of integrating online and offline retail.

## IMAGES Fashion Awards

- 34 IMAGES FASHION AWARDS CELEBRATING 25 YEARS OF EXCELLENCE IN FASHION RETAIL**  
The prestigious gala marked a special milestone—25 years of IMAGES Fashion Awards, honoring excellence in fashion retail.
- 44 INDIA BRAND SHOW**  
With a refined and immersive runway experience, the event showcased the latest industry trends, blending elegance with contemporary aesthetics.
- 52 EVENING OF FASHION TITANS**  
The evening featured a fashion presentation by Titan Company Ltd., showcasing three of its iconic brands; Titan: The Wedding Edit, Taneira, Mia by Tanishq.

## Spotlight

- 56 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.
- 58 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.

## Sustainability

- 60 PIONEERING INNOVATION TO SHAPE A SUSTAINABLE FUTURE**  
With acrycycle, oncedye, biodegradable fiber; Aksa Akrilik aims to reduce the environmental impacts of its fibers, in addition to expanding sustainable solutions.  
*Didem Tunçbilek*