



CONFERENCE AGENDA

DAY 1 - MARCH 20, 2013 (WEDNESDAY)

08:30 Onwards = REGISTRATION

09:00 - 09:30 = NETWORKING MEET AND VIDEO SHOWREELS

09:30 - 10:00 = INTRODUCTION: IFF WGSN TREND FORECASTING MASTERCLASS

10:00 - 11:30 = IFF WGSN TREND FORECASTING MASTERCLASS: HOW TO SET TREND DIRECTIONS FOR YOUR FASHION COLLECTION & WGSN FORECAST FOR S/S 2014

- Tools for creating a perfect concept for your next collections
- Key shapes, silhouettes, materials and colours for Womenswear, Menswear and Kidswear on Spring/Summer 2014 collections
- Retail updates of Spring/Summer 13 which will influence S/S 14 - with a special section on Indian market
- Masterclass Expert: Cher Potter, Senior Editor, Creative Direction, WGSN

11:30 - 12:15 = 'IFF FOUNDATION SESSION': INDIAN FASHION MARKET – 2013 AND BEYOND

Who is the fashion consumer of tomorrow? How do they make their purchase decisions? Which are the categories that will see more growth? What are the broad trends for the fashion business? Two of the world's leading business consulting organisations and India's leading fashion institute will present their perspectives on what the future holds for the industry, and for individual companies. Their analytical predictions of consumer priorities and preferences, the macro view on insights into market trends, new opportunities and challenges, etc., will provide you with a strong foundation on which to fashion the successful future of your business.

- The Indian Fashion Industry - Future Trends: Neelesh Hundekari, Partner, AT Kearney
- Evolution Of Fashion Retailing Across Markets - Insights From East & West And What It Has In Store For India: Professor Sanjay Shrivastava, Director, NIFT, Patna & Chairperson - Fashion Design Department, NIFT, Ministry of Textiles, Govt. of India
- Fashion Retail Market of 2016 - Sectors, Markets and Routes to Influence Consumption: Abhishek Malhotra, Partner and Head of Consumer & Retail Practice, Booz & Company India

12:15 – 13:45 = INAUGURAL SESSION - 'FASHIONING YOUR FUTURE'

- Welcome Address
- Rakesh Biyani, Chairman, IFF and Joint MD, Pantaloon Retail
- Bijou Kurien, President & CE, Reliance Retail Lifestyle
- Govind Shrikhande, Customer Care Associate and Managing Director, Shoppers Stop*
- Prem Kumar Gera, IAS, Director General, NIFT*
- Venu Nair, MD, Marks and Spencer*

13:45 - 14:30 = LUNCH

14:30 - 14:45 = NETWORKING MEET AND VIDEO SHOWREELS

14:45 - 16:00 = ADDING THE E-DIMENSION TO YOUR FASHION RETAIL BUSINESS

India's online Customer base is 20 Million going on 300 Million! This massive increase in the next decade means that it's no longer about whether you should be selling on-line. The only question is whether to do it yourself or through a multi brand e-tailer. It's not possible for one session to give you all the answers on a complex subject like this, but it will certainly raise all



the key questions! Leading experts share the numbers, the challenges, the opportunities, the future trends, and their take on how all this will impact your business. Don't miss this essential session on the future of fashion retailing.

- Lead Presentation and Moderator: Anchal Jain, Managing Partner, IndEU Capital, Paris
- Lead Presentation: Praveen Sinha, Co-Founder and MD, Jabong.com
- Arun Sirdeshmukh, Co Founder & CEO, Fashionara.com
- Charath Narsimhan, CEO, Indian Terrain
- Karan Behal, Founder and CEO, PrettySecrets.com
- Manish Saksena, Founder, Limeroad.com
- Manoj Chandra, Founder & CEO, Allschoolstuff.com
- Tim Eynon, CEO, Provogue

**16:00 - 16:40 = COTTONSCAPE SESSION: THE EVOLVING FASHION
CONSUMER IN INDIA: UNDERSTANDING THEIR NEEDS AND EXPECTATIONS**

- Lead Presentation: Justin Coates, Cotton Council International

**16:40 – 17:40 = COTTONSCAPE SESSION: THE EVOLVING FASHION
CONSUMER IN INDIA: UNDERSTANDING THEIR NEEDS AND EXPECTATIONS**

In today's fast paced environment, brands and retailers must be leaner and more agile than ever before. It's imperative to anticipate trends, identify opportunities and understand the needs of your target audience. In India's dynamic consumer market there are challenges and opportunities for apparel manufacturers, retailers and brands. Understanding market dynamics and consumer decision making allows you to make informed decisions that support your brands and differentiate you from the rest, thus directly affecting the future of your fashion business.

- Ajay Amalean, MD, Amanté
- Akhil Chaturvedi, Director, Provogue
- Justin Coates, Cotton Council International
- Rachna Aggarwal, CEO, Indus League
- Sandeep Mukim, CEO, Proline India
- Sunil Pathare, Vice Chairman and MD, Maxwell Industries (VIP)
- Vineet Gautam, CEO, Bestseller India
- Moderator: Shailesh Chaturvedi, CEO, Tommy Hilfiger

18:00 onwards:

- **COTTONSCAPE FASHION SHOW:** Cotton collections showcased by Provogue, Jack & Jones and Lee Cooper
- **INDIA BRAND SHOW**



DAY 2 - MARCH 21, 2013 (THURSDAY)

09:00 - 09:30 = NETWORKING MEET AND VIDEO SHOWREELS

09:30 - 10:00 = INTRODUCTION: IFF PANTONE 'COLOR MATTERS' MASTERCLASS

10:00 - 11:30 = IFF PANTONE 'COLOUR MATTERS' MASTERCLASS: ROLE OF COLOR IN VISUAL MERCHANDISING AND IN-STORE DISPLAYS

Visual impact has become a huge component of retail merchandising. Creating an in-store experience that fits the brand and reinforces emotional connect with the brand's customers is what qualifies for effective visual merchandising. But what qualifies as the core element of VM is colour. Colour is often the most dramatic and noticeable design element for any environment. Colours grab attention, create a mood and affect how someone feels. In a retail space, colour can demand a shopper's attention, evoke emotion and influence buying decisions. Learn from our international colour experts how to dress up your store windows and in-store layouts with the most appealing, evocative, transformative and on-target colour combinations to induce maximum sales.

- International Expert: Pantone*

11:30 - 12:30 = BEST PRACTICES IN FASHION RETAIL FROM TEAM SHOPPERS STOP

What does it take to run a successful, large format, large scale retail chain? Hear it from the team that has set the benchmark in the industry. The top management team of Shoppers Stop comes together to share their knowledge and experience in a way that will benefit all retailers and fashion brands. Their insights into Customer behaviour, key success factors, Human Resources and other critical management inputs will benefit managers and entrepreneurs alike.

- Govind Shrikhande, Customer Care Associate and Managing Director, Shoppers Stop, joined by his senior Management team

12:30 - 13:45 = HOW FASHION AND RETAIL BRANDS CAN COLLABORATE WITH NEW AGE 'FASHION INFLUENCERS' - FASHION JOURNALISTS, STYLISTS AND BLOGGERS - TO GROW FASHION CONSUMPTION

Fashion journalists tend to only cover the fashion of couture designers and their celebrity clientele. However, the real fashion business is about what is worn on the side-walks of city streets, and not on the catwalks of 5 star hotels. Why does this disconnect exist? Is it because the fashion journalists do not find brands interesting enough? Or because the fashion business leaders have not appreciated the crucial role that journalists and bloggers can play in influencing fashion consumption? Whatever the reason, it is time for these two important stakeholders in the fashion industry to come together and contribute to the successful development of the fashion industry, and the India Fashion Forum is delighted to present the ideal platform for such a discussion.

- Nonita Kalra, former Editor-in-Chief, Elle India
- Superna Motwane, Editor-in-Chief & Publisher, L'Officiel India
- Govind Shrikhande, Vice Chairman and MD, Shoppers Stop
- Pradeep Hirani, MD, Kimaya
- Rakesh Biyani, Chairman, IFF and Joint MD, Pantaloon Retail
- Shailesh Chaturvedi, CEO, Tommy Hilfiger
- Tarun Puri, MD, Nike
- Tarun Tahiliani, Fashion Designer
- Moderator: Harmeet Bajaj, Former Director, NIFT and Director, Bian

13:45 - 14:15 = LUNCH

14:15 - 15:30: IFF EXCLUSIVE - THE RETAIL LEGENDS SERIES



- Have you ever come up against a particularly challenging problem, and wished there was someone with more experience and knowledge you could turn to for answers?
- Do you ever feel disheartened and discouraged and yearn for a quick confidence and morale boost?
- Do you get inspired by stories of people who have broken the mould and chosen the path less traveled?
- Is there anything you would like to ask someone who is a legend in fashion retail – not just in India but across the globe?

If you answered YES to any of the above, India Fashion Forum has a unique session for you, featuring not one but two fashion retail legends. Dilip Kapur and B S Nagesh have scaled the highest peaks of success, and now they are ready to help you do the same.

- B S Nagesh, Founder, TRRAIN
- Dilip Kapur, President, Hidesign

15:30 - 16:45 = CREATING A 'COMPLETE' FASHION BRAND - WORKING THE MAGIC OF BRAND EXTENSION TO FASHION ACCESSORIES, FOOTWEAR, FRAGRANCES AND MUCH MORE .. TOWARDS BECOMING A ONE-STOP FASHION LINE

As fashion retailing continues to evolve, brands face the challenge and opportunity to provide a onestop shopping solution to accommodate their customers' constantly changing and growing needs. Following in the footsteps of the big global fashion brands, it will be a trendy solution for the apparel retail brands to extend their product portfolio to include Fashion accessories, Footwear, Fragrances, Bags, Eyewear, Timepieces, and every other fashion & lifestyle product that their customer can desire. To explore the new vistas of fashion that can enhance your brand's identity and retail performance, join us in this fashion filled session.

- Lead Presentation: Harish Bijoor, Brand-expert & CEO, Harish Bijoor Consults Inc.
- Amit Jain, CEO, Shingora
- Anurag Rajpal, Director & CEO, The American Swan Lifestyle Company
- Jacob John, Brand Head, Louis Philippe*
- Rahul Vira, CEO, Gili
- Rajeev Uppal, CEO, Suncorp Exim (GAS, Warner Bros.)
- Sandeep Kulhalli, Vice President – Retail & Marketing, Tanishq, Titan
- Vijay Jain, CEO and Director, Orra
- Moderator: Harmeet Bajaj, Former Director, NIFT and Director, Bian

16:45 - 17:00 = HOW PROFESSIONAL TRAINING AND EDUCATION HELPS YOUR FASHION BUSINESS STAY IN TOUCH WITH CUSTOMERS EVOLUTION

- Bernadette Sémaoine, Head of International Partnerships and Corporate Trainings, ModSpe (France)

17:00 - 17:15 = NETWORKING MEET

17:15 - 18:30 = FASHION TREND FORECASTING - INDISPENSABLE TOOL TO GROW RETAIL SALES

Fashion brands and retailers need to make future-proof decisions in terms of designing, selling and merchandising, and much in time ahead of the rest, in order to stand out. Striking the right connect between what merchandise needs to be offered to what audience, and at what time, requires insights into the future trends. A tested and widely practised theory in the western markets, continued success in the fashion business demands accurate and on-time market information and trend understanding. Knowledge of the future trends can ensure success by avoiding decisions that involve risks and failures. With an objective to explore fashion trend forecasting as a tool to grow retail sales, this session calls for a discussion among international trend design agencies, retailers, brands and designers in the Indian context.



- Lead Presentation: Edith Keller, President, Groupe Carlin International: How Trends Can Ensure And Bring Success To Your Brand - Trends A Cash Machine
- Amir Sheikh, Country Manager India, Woolmark Services
- Amit Chhabra, President, Eteenz
- Arindam Das, Director, NIFT, Delhi
- Lascelles Symons, Head of Design – Women's Wear, Splash
- Mohit Tikmany, CEO, Prapti Fashions
- Vinay A. Bhopatkar, Brand Head, Van Heusen*
- Moderator: Rahul Mehta, President, CMAI and MD, Creative Outerwear

DAY 3 - MARCH 22, 2013 (FRIDAY)

09:00 - 09:30 = NETWORKING MEET AND VIDEO SHOWREELS

09:30 - 10:00 = INTRODUCTION: IFF CARLIN TREND FORECASTING MASTERCLASS

10:00 - 11:30 = IFF CARLIN TREND FORECASTING MASTERCLASS: COLORS AND SHAPES FOR SUMMER 2014

A masterclass of creative exercises to help you capture Spring-Summer 2014 trends. You will attend hands on demonstration. In order to share and understand the interests of "collective intelligence", this international expert from France will feed your imagination using creativity exercises to structure your thinking and therefore develop concrete leads to build your collection. You will learn to make choices according to your brand positioning, to use creativity as an aid to develop innovative products and to be more competitive by anticipating future trends

- International Expert: Edith Keller, President, Groupe Carlin International

11:30 - 12:45 = DIFFERENT PERSPECTIVES ON SCALING UP - EXPERT INPUTS ON THE DIFFERENT ROUTES FOR GROWING YOUR FASHION BUSINESS

Some retailers have achieved phenomenal growth from a single store. Others choose to dominate all the different areas in a city, or even a state. An adventurous few will go national. Retailers also have the option of sticking to a core offering, or expanding across product categories. Which is the right strategy for you? Or is it that it's not the strategy at all, but how well you execute your plans? Learn from the experiences of retail legends, and share your own opinions and experiences in this interactive session on retail growth management.

- Lead Presentation: Ashish Sanyal, Retail Consultant
- Bhagirath Jalan, Owner, Jalans
- Dharmesh Shah, Owner, Options (Mumbai)
- Harish Kumar, MD, Neerus Ensembles (Hyderabad)
- Manoj Mehra, Director, Study by Janak*
- Raj Kumar Lal, Owner, Lal & Sons (Shimla)
- Samir Sahni, Owner, BigLife Ritu Wears
- Sandeep Jalan, Owner, Sohum Shoppe (Guwahati)
- Stuart Simon, CEO, Restore Solutions
- Viren Shah, Director, Roopam
- Moderator: Harmeet Bajaj, Former Director, NIFT and Director, Bian

12:45 - 14:00 = CUSTOMER ACQUISITION STRATEGIES THAT REALLY WORK - EFFECTIVELY INCREASE FOOTFALLS

Getting new customers need not necessarily be a difficult and expensive proposition, if you get your strategy and focus right. Learn from top retailers and marketing experts how you can get new customers through a mix of innovative marketing campaigns, usage of social media, innovative pricing techniques, customer referral initiatives, and much more.



- Lead Presentation: Akhilesh Prasad, COO, Reliance Trends
- Asheeta Chhabra, Director, Chhabra Triple Five Fashions
- Darpan Kapoor, Owner, Kapsons
- Dr. Darlie O. Koshy, Director General, IAM & ATDC, Apparel Export Promotion Council
- Kedar Apshankar, COO, Peter England*
- Rajiv Mehta, MD, Puma India
- Shitanshu Jhunjunwalla, Director, Turtle
- Subrata Siddhanta, Executive Director – Apparel, Spencer's Retail
- Moderator: Sanjeev Agrawal, MD, Skechers South Asia

14:00 - 14:30 = LUNCH

14:30 - 15:45 = THE ART AND SCIENCE OF INCREASING BILL VALUE - LEVERAGING LINKED SELLING, CROSS-SELLING AND UP-SELLING TO BOOST RETAIL PROFITABILITY

Attracting new Customers is an expensive proposition. Once they enter your store, you need to offer them every opportunity to stay longer and choose more. Use visual merchandising, retail analytics, attractive promotions, effective selling techniques, product bundling and many other strategies to increase sales in the most cost effective way. A panel of experts from diverse disciplines share a variety of ideas and selling innovations.

- Lead Presentation: Manish Kapoor, COO, French Connection
- Abhishek Ganguly, Director - Sales & Marketing, Puma
- G. Sankar, CEO, Reliance Footprint and CEO, Reliance Living (Furniture and Home products)
- Sooraj Bhat, Brand Head, Allen Solly
- Sumit Dhingra, Brand Head, Nautica
- Vinay Sharma, COO, Maya by Gitanjali Lifestyle
- Moderator: Vineet Gautam, CEO, Bestseller India

15:45 - 17:00 = ISAF CONCLAVE - BEST FOOT FORWARD: THE GREAT INDIAN OPPORTUNITY IN FOOTWEAR AND ACCESSORIES

It's raining brands! It's pouring footwear and accessories!! The consumption story in this category is on a high like never before. Look at your own shoe rack. How many pairs of the best brands and for every occasion? Undoubtedly, the Indian footwear and accessories market is growing by leaps and bounds. Footwear brands are extending their portfolio to other accessories like bags, wallets, belts and more, and apparel brands too are vying with each other, adding on categories like footwear etc to offer a complete lifestyle to the demanding and discerning consumer. Leading industry players discuss how the industry can work in a collaborative manner to capitalise on the humongous opportunity.

- Lead Presentation and Moderator: Ketan Vyas, MD, Woly
- Amin Virji, Partner, Regal Shoes
- Amrit Gulati, President, Footwear Wholesalers Association
- Asif Merchant, MD, Catwalk
- Christoph Hirschmann, CEO, Woly
- Farah Malik, Executive Director, Metro
- Imran Virji, Director, Rocia and Regal
- Inder Dev Singh Musafir, MD, Lee Cooper (M & B Footwear)
- Naresh Bhasin, CEO, Ram Exports
- Nazir Jamal Sheikh, MD, Citywalk
- Rafique Malik, MD & Chairman, Metro
- Rajeev Uppal CEO, Suncorp Exim (GAS, Warner Bros.)
- Sanjeev Agrawal, MD, Skechers South Asia



- Ved Vyas Chhabra, CEO & MD, Touristor

17:00 - 18:30 = IFF GRAND FINALE: GOING GLO-CAL (GLOBAL + LOCAL) - GETTING THE BEST OF BOTH WORLDS

Global brands have proven processes. Local brands have proprietor's passion.

Global brands have streamlined systems. Local brands have street smarts.

Global brands have deep pockets. Local brands have broad insights.

In this grand finale to the iconic fashion event, you can understand the perspectives of large and small, local and global brands, on what is the right approach to all the key functional and strategic areas. This session which encapsulates the wisdom of many of the top industry experts will help you define the ideal approach for your fashion retail business. Topics to be covered would include HR policies / Discounting strategies and price points / Sourcing and Supply chain management / Environment management and certifications / Investment in R&D / Appropriate Technology at the front-end and back-end and much more.

- Abhishek Ganguly, Director - Sales & Marketing, Puma
- Manish Kapoor, COO, French Connection
- Venu Nair, MD, Marks and Spencer
- Vineet Gautam, CEO, Bestseller India
- Sanjeev Agrawal, MD, Skechers South Asia
- Asim Dalal, MD, The Bombay Store
- Deepak Aggarwal, MD, Kazo Fashion
- Kamal Khushlani, MD, Mufti
- Rakesh Biyani, Chairman, IFF and Joint MD, Pantaloon Retail
- Sharad Mehra, CEO, Pearl Academy
- Shitanshu Jhunjhunwalla, Director, Turtle
- Vinay Nadkarni, CEO, Globus
- Moderator: Jayant Kochar, Group Director & CEO, Images Group and Gurpreet Wasi, Director – Marketing and Conferences, Images Group

18:30 - 18:45 = IFF CHAIRMAN'S CONCLUDING REMARKS AND VISION FOR 2014

- Rakesh Biyani, Chairman, IFF and Joint MD, Pantaloon Retail

19:30 onwards = IMAGES FASHION AWARDS, Cocktails & Dinner (By Invitation Only)

* Awaiting confirmation

Note: SPEAKERS AND SESSIONS SUBJECT TO LAST MINUTE CHANGES