

INDIA  
**SHOES**  
&  
ACCESSORIES  
FORUM

20, 21 & 22 March, 2013  
Bombay Exhibition Center, Mumbai

INDIA'S ONLY  
SHOES & LEATHER  
ACCESSORIES RETAIL SHOW



# POST SHOW REPORT '13



EXHIBITION | CONFERENCE | AWARDS

## POST SHOW REPORT

The second edition of ISAF emerged once again as the perfect platform for participants around the country to network and scout for potential business partners. For a Majority of exhibitors ISAF-13 was not only a great way to expand their footprints in the Indian market but also a superb platform for networking and showcasing new products.

ISAF has been the most effective forum to launch & showcase new brands and identify suitable partners to carry the brand forward to consumers across the country. ISAF has been the focal point for the fashion retail industry to converge – Learn, Share and Evolve . Seamless exchange of experiences and innovative ideas at Isaf pave the way not just for the fashion industry, but for many other industries that are directly or indirectly interlinked to designing, marketing and retailing fashion and lifestyle products in India.

India Shoes & Accessories Forum witnessed the largest gathering of fashion professionals, brands, products, ideas, suppliers, retailers and services ever seen in India.

*“ISAF has been a great platform and encouraging to meet industry leaders, learn from them, connect and collaborate with the retail community in India. The forums have given great insights on the dynamics of modern retail in India.”*

**Amit Chopra, Convenor,  
India Shoes & Accessories Forum.**

### Exhibitor Profile

ISAF' 13 was open to everyone connected with the fashion industry in any and every way. The exhibitors included the Brands, Retailers, Fashion Trend Forecasters & Research Agencies, Fashion Designers & Line Developers, Fashion Franchisees, Supply Chain & Logistics Providers, Shopping Centre Developers, and Support & Service Providers.

## Visitor Profile

- Retailers & Chain Stores
- Footwear & Accessories Brands
- Franchise Networks
- Designers
- Distributors
- Wholesalers
- Agents
- Buying offices
- Buying Agents
- Trend, Color, Forecast & Research Organizations
- National & International Manufacturers

## Exhibition

The biggest fashion brands under one roof showcased their values, vision and ideas that'll take the industry forward. This exposition proved to be a golden opportunity to explore the potential of this burgeoning industry. It not only gave them a chance to capitalize on retail business opportunities in the region, but also provided a perfect analysis to understand consumption and buying patterns across the country. ISAF saw more than 200 participants from brands and retail manufacturers and raw material suppliers exhibiting innovation in shoes and various accessories. **The 3 day exhibition provided the best exposure and customers to the exhibitors. Some exhibitors at ISAF : Tommy Hifiiger, Woly, Sketchers, Da Milano, Alberto Torresi, Kazo, Peter England and Vero Moda etc.**

## Conference

The leaders of the fashion industry shared their knowledge and brainstormed on how to bring fashion to the fore in the minds of young India. Since its first edition ISAF, has become one of the most awaited event in the industry of footwear and accessories. With the who's who of retail industry gathered there, ISAF presented an excellent opportunity to its participants to not only showcase their organization but also its vision and domain leadership to the people who matter in the retail industry. **Some speakers at ISAF-13 were –Mr. Mukesh Biyani (Chairman-Pantaloon Retail), Mr Manish Malhotra (Fashion designer), Mr Rafique Malik (MD- Metro Shoes), Tarun Puri (MD-Nike), Mr Christoph Hirshchman (CEO –Woly)**

## India Brand Show

Talking about changing trends is great, but seeing it in the flesh is totally different and refreshing. Fashion houses and brands par excellence showcased their collection and offerings for the upcoming season, in a unique fashion show. This was a perfect opportunity for brands to present themselves to the entire retail community and get first hand assessment of their strengths.

**Sketchers, Pavers England, Tommy Hilfiger, Metro, Banish and Alberto Torresi are some of the brands which showcased their collections at ISAF.**

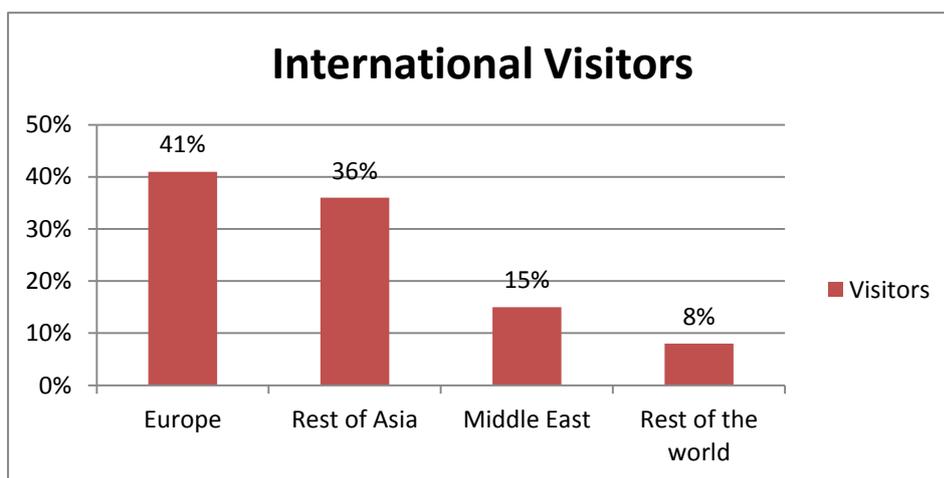
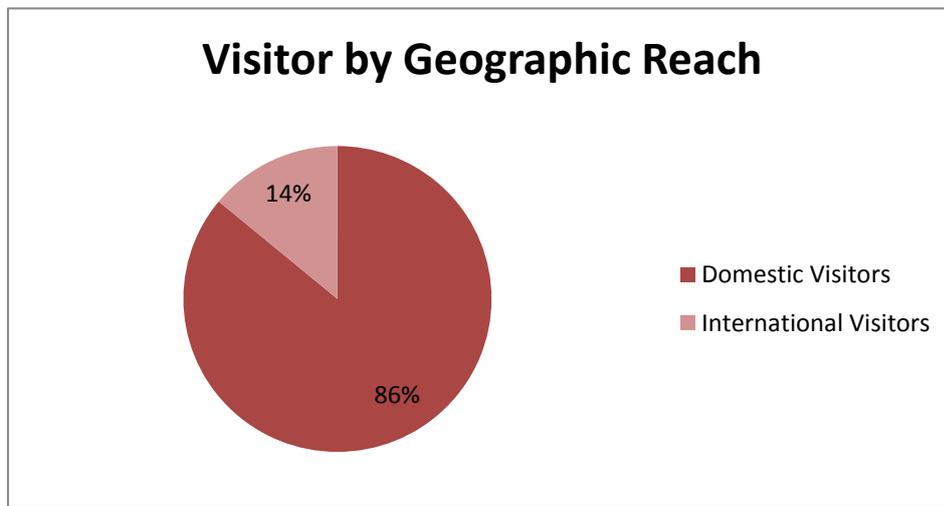
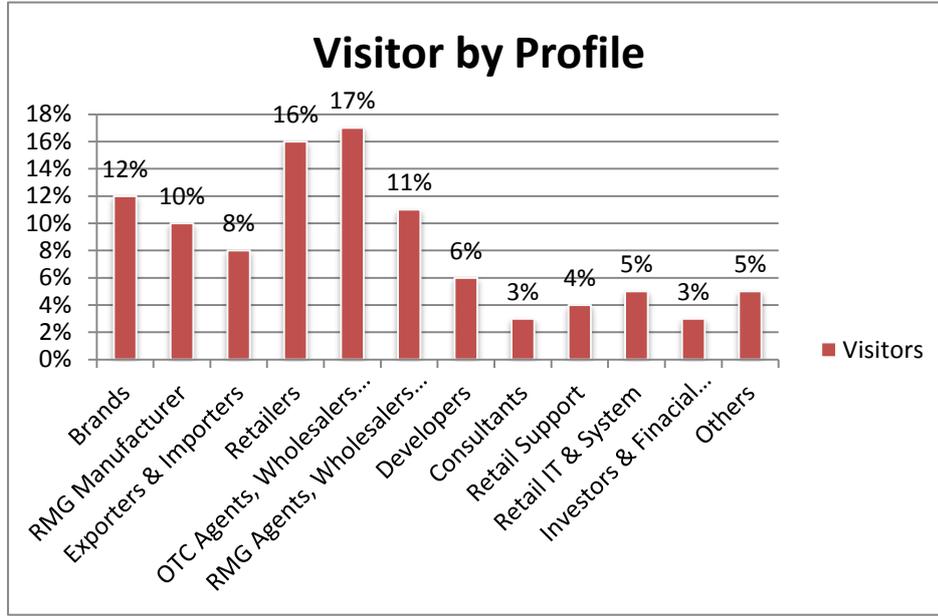
## The Shoes & Accessories Awards

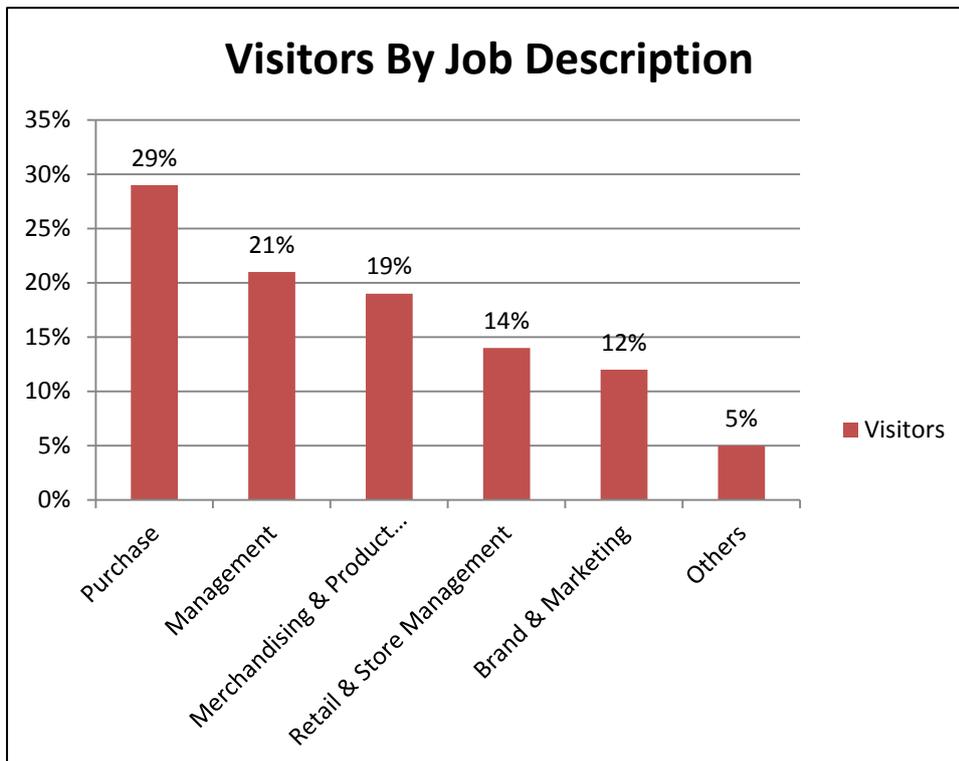
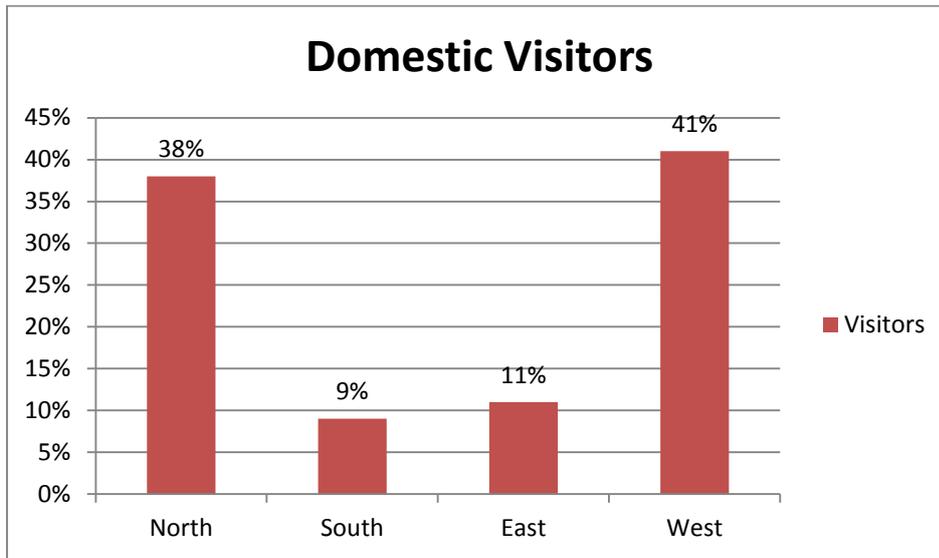
The highest honour for the business of footwear & fashion in India and the most awaited event of the year, the Images Shoes & Accessories Awards, honored those performances that stood out amongst brands and retail companies as well as professionals who were nominated from the industry for the year 2012.

### The winners of ISAA-13 were as follows:

- Images Most Admired National Footwear Retail chain of the Year - Mono-brand:  
- **SSIPL- key retailer for Nike**
- Images Most Admired National Footwear Retail chain of the Year - Multi-brand:  
- **Bata**
- Images Most Admired Regional Footwear Retailer of the Year – North:  
- **Shoe Tree**
- Images Most Admired Regional Footwear Retailer of the Year – West:  
- **Lords Shoes**
- Images Most Admired Regional Footwear Retailer of the Year – South:  
- **Blak The Shoe Store**
- Images Most Admired Fashion Accessories Retailer of the Year:  
- **Da Milano**
- IMAGES Most Admired Footwear Retail Professional of the Year:  
- **Mr. Abdul Rasool Virji – Chairman, Regal Shoes**

**Visitor Statistics**





## Testimonials

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“ISAF 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.” – Mr. Ketan Vyas, MD, WOLY

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“We have been closely associated with ISAF since its inception and every year, ISAF reiterated our confidence in the true potential of the Indian fashion market.” - Mr. Rafeeq Malik, Founder & Chairman, Metro Shoes.

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“I would first like to congratulate the Shoes & Accessories team and the AIFMRA team for successfully integrating ISAF. It gives us a wonderful opportunity to cross pollinate ideas and views across the manufacturing, branding and retailing, and we see that a lot of interest has come to us. Good going ahead !” - Mr. AMIN Virji, MD - INC 5

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“It's rocking. The kind of environment this is in today and the best part is that the Shoe Forum was extended for 3 days, so a large number of buyers and marketers came. It's a very good platform for individual brands to be present there. This platform will keep us growing.” – Ishaan Sachdeva, Alberto Toressi.

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“It has been an excellent platform for us. The experience, exposure and platform, all provided to us is splendid because this is one platform where we can connect with the entire shoes community. Indian footwear industry is extremely fragmented and every small hub has Lakhs of people. And over here, you get a chance to speak to each of them.” it's a great experience.” - Mr. Kinjal Savla, Buckaroo.

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“I want to first of all, convey my congratulations to Shoes & Accessories and Mr. Amit Chopra for putting up such a brilliant show. We are really glad and enjoying the way it's going and I hope it gets speed and keeps doing well.” - Mr. Samir Dhingra, Banish.

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“It was our pleasure to be a part of the event. We look forward to coming back next year.” - Ms. Geetanjali Behl, Head – Marketing, Crocs India.

-----THANK YOU-----