

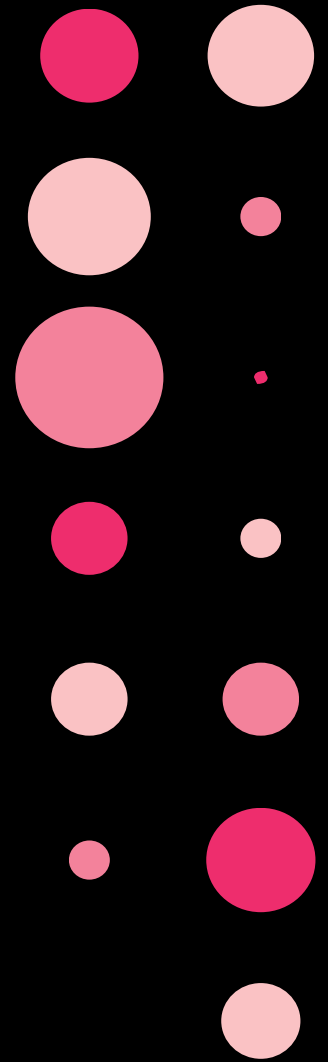
Edition 23

IFF 20
24
INDIA FASHION FORUM

21 - 22 February

2 0 2 4

Conrad Bengaluru

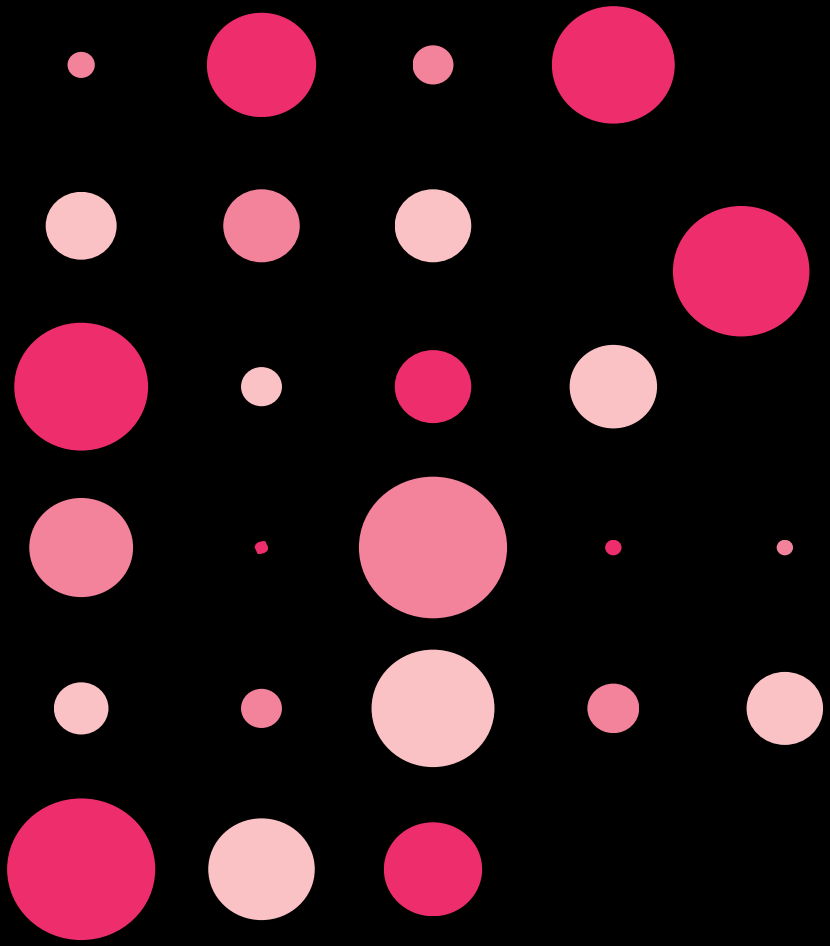


LET'S MAKE THE

FASHION BUSINESS

GREAT AGAIN





INDIA
FASHION
FORUM

INDIA'S LARGEST AND MOST INFLUENTIAL

Fashion Retail Intelligence

EVENT

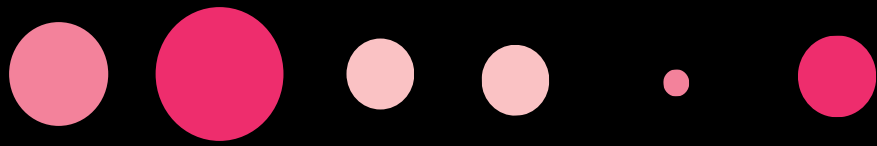
About

India Fashion Forum

Launched in 2000, India Fashion Forum (IFF)

India's largest and most influential fashion retail transformation event. Over 23 years, IFF is widely recognized as a powerful platform for curated knowledge dissemination, peer-to-peer networking, and business development for all organizations and professionals connected to the business of fashion in India



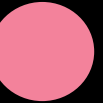
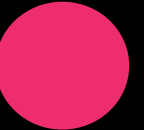


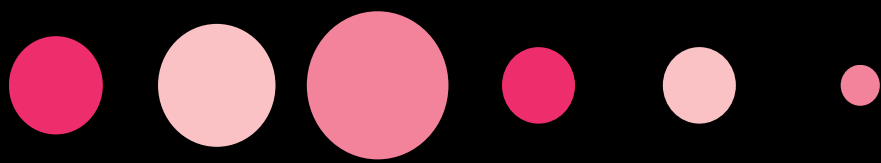
*Let's Make The
Fashion Business
Great Again*

WHAT'S UP IN 2024?

These are transformative times for the business of fashion. Consumer behaviours, digitalisation, supply chain snags and sustainability demands are challenging profitability and pushing business models towards change. And a rebirth is called for. It's time to shake off what-has-been and give life to the next Golden Age of Fashion Creation.

From fibre, yarn, textiles, trims & embellishments manufacturers to fashion brands & retailers, retail real estate, technology and retail support companies, IFF 2024 offers a panoramic model for the end-to-end resurgence of the business of fashion.





Potential Of Indian Fashion Market

In FY2022, the Indian apparel market reached a size of \$51.47 billion. It is expected to experience a remarkable CAGR of 8.9% from FY 2022 to FY 2027.

This growth will be fueled by

- increase in per capita consumption, purchasing power & average spending on apparel
- rise in brand awareness, slow fashion & focus on sustainability
- greater digitisation – technology intervention & e-commerce growth
- growing direct-to-consumer and private label trends

Notably, branded apparel and organised apparel retail are set to outpace the overall category growth, with projected CAGRs of 13% and 15% respectively. The domestic apparel market is projected to experience a robust CAGR of 18.3%.

Chairman's MESSAGE



Dear Industry Colleagues,

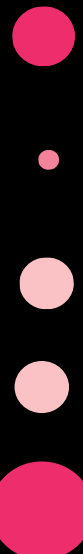
These are transformative times for the business of fashion. Consumer behaviors, digitalisation, discounting impact, supply chain snags and sustainability demands are challenging us. The larger ecosystem has started terming the fashion business as “difficult”, whereas it was seen a couple of decades back as an area of immense opportunity delivering secular growth.

It is time we rethink, reimagine, and remodel our industry and become a great force again. It’s time to shake off what-has-been and give life to the next Golden Age of Fashion Creation.

India Fashion Forum is the perfect destination to kick-start the necessary transformation. Over the 23 years since its birth, IFF has become a movement, a cause. It is a compelling calendar must-do for the whole industry. You need look no further than the most recent edition of IFF in 2023. Over 350+ brands, 250+ speakers, 1200+ delegates, and every single conference session houseful. Never before had I seen queues such as these for a business conference! IFF simply restated its identity as the country’s most powerful, compelling ideas destination for fashion businesses.

As Chair of India Fashion Forum’s 23rd edition on the 21st and 22nd of February next year, I am passionate about driving the elevation of the business of fashion in India to greatness. Join me on 21-22 February at the Conrad Bengaluru for India Fashion Forum 2024. We can make the Fashion Business Great Again.

Shailesh Chaturvedi
Chairman, India Fashion Forum 2024
MD & CEO, Arvind Fashions Ltd



Key

STATISTICS

**1500+
ATTENDEES**



**100+
EXHIBITORS**



**300+
SPEAKERS**



**85%
DECISION MAKERS/
SENIOR
MANAGEMENT AS %
OF ATTENDEES**



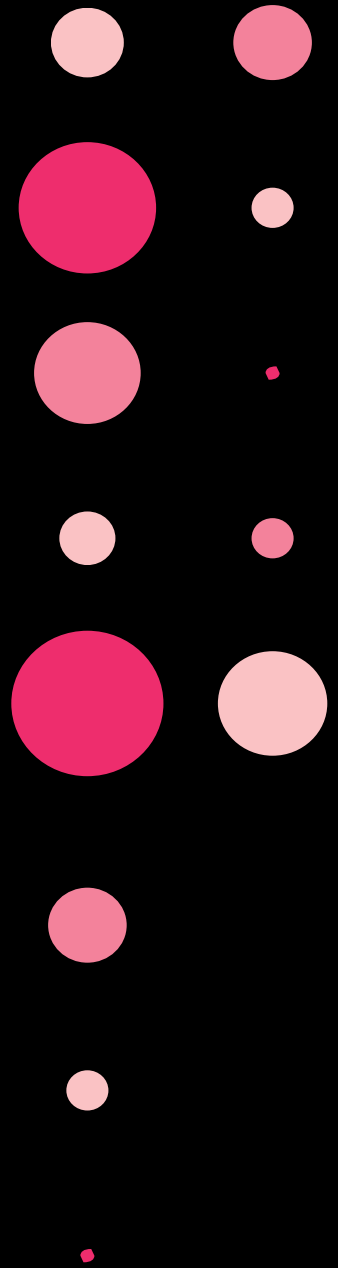
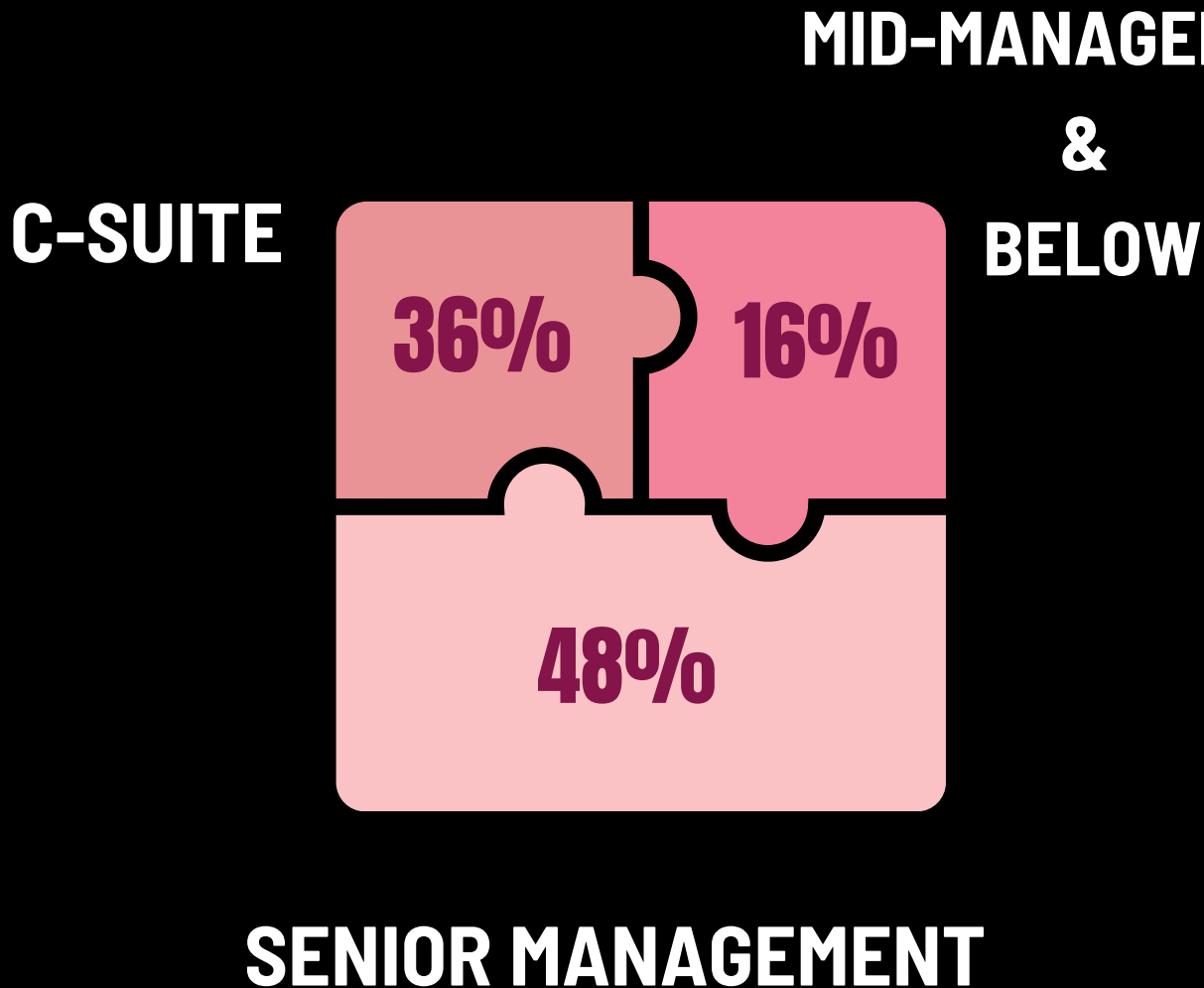
500+

UNIQUE

BRANDS/COMPANIES



Attendees BY SENIORITY



Partners & Participants

Denim Lifestyle Partner Premium Kidswear Partner Conscious Fashion Partner Sportswear Partner Premium Fashion Accessory Partner



Premium Footwear Partner Global Fashion Partner Women's Daily Wear Partner Lifestyle Accessory Partner



Style Partners



Activewear Partner Handcrafted Accessory Partner Women's Wardrobe Partner

Occasion Wear Partner Innovative Clothing Partner Exploration Partner Premium Fashion Partner Fashion Academics Partner



Fibre Innovation Partner Technology Partner Session Partner



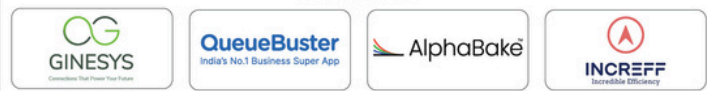
Supported By



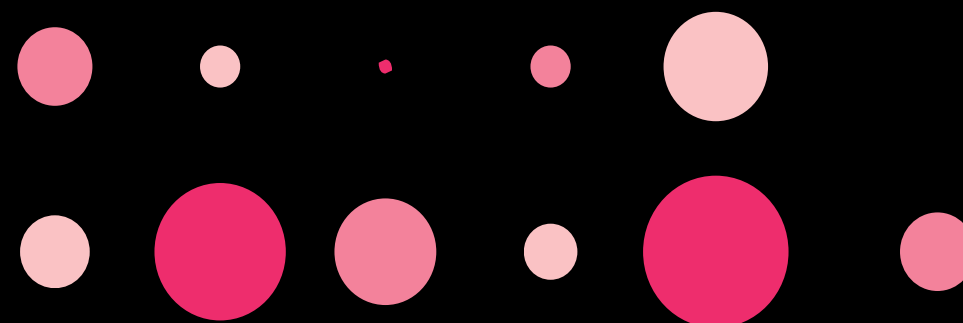
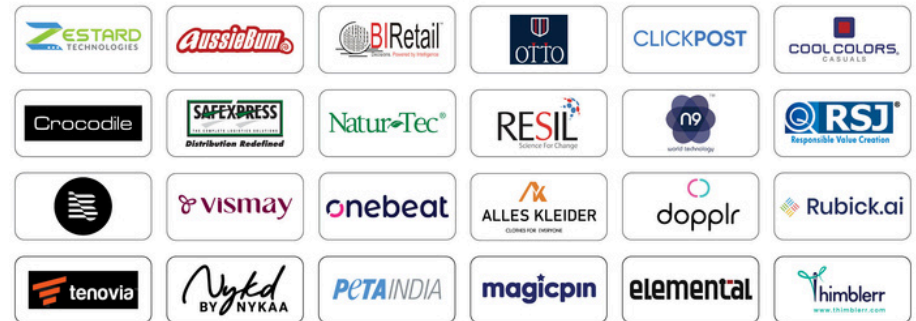
E-Commerce Technology Partner



Event Partners



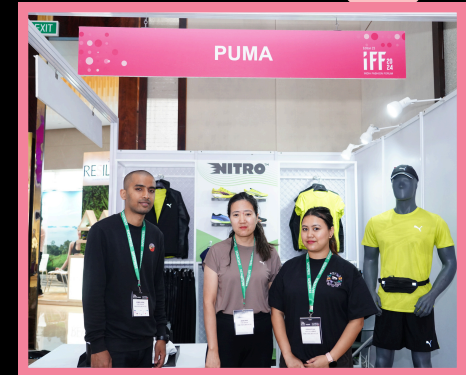
Participants



IFF 2024 Exhibition Snapshots



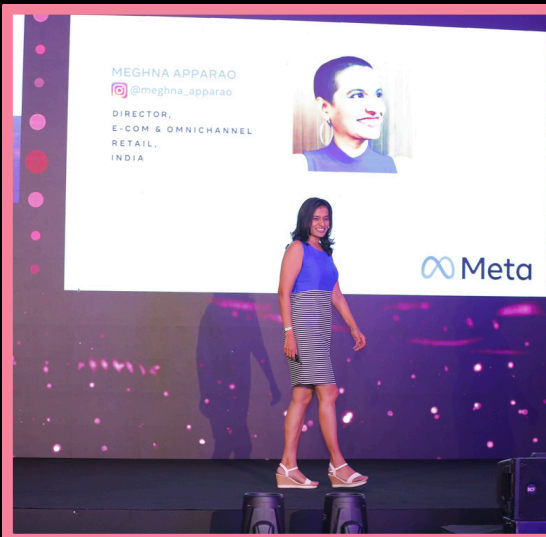
IFF 2024 Exhibition Snapshots



IFF 2024 Exhibition Snapshots



Conference Highlights



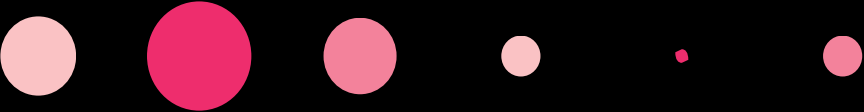
Conference Highlights

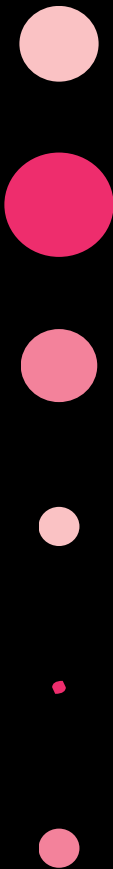




INDIA *BRAND SHOW* 2024

India Brand Show is the perfect runway for brand designers to display their creative output, for merchandisers to add differentiated value to their assortment, and for retailers scouting unique, fresh fashion brands and ranges.







Celebrating Excellence
in the Business of Fashion

22 FEBRUARY 2024 | CONRAD BENGALURU

IMAGES

FASHION

AWARDS



IMAGES

FASHION

AWARDS



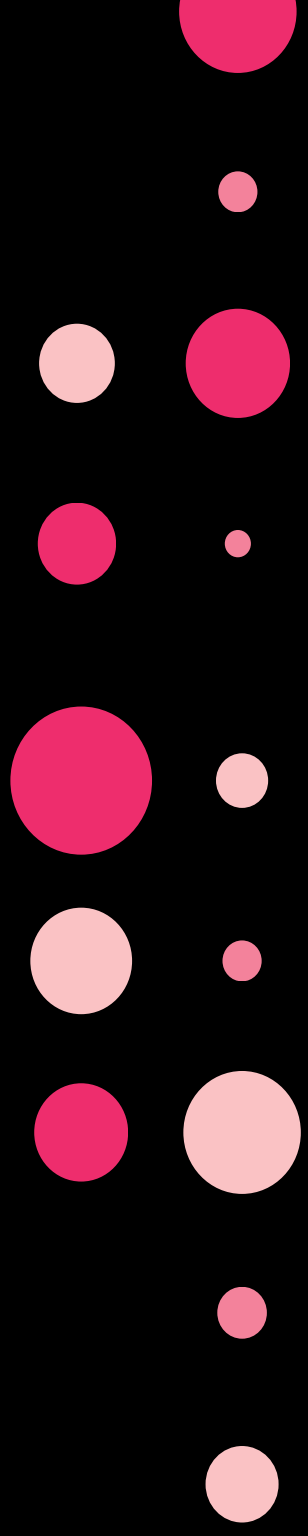
WATCH

THE

S.H.O.W.R.E.E.L

What *IFF* is offering

- UK Pavilion - for 10 or more UK Brands
- Display Stands: For each participant a Pre-Fabricated Stand that comprises a Back Panel for branding a table & Chair
- Branding on the Panel to be provided by IFF
- 3 Nights Stay at the Sheraton Grand (Event Venue)
Networking Session over Wine & Cheese - UK Delegation and selected Indian Fashion Brands & Retailers
- COMMERCIALS: £ 5000 per company





LET'S MAKE THE
FASHION BUSINESS
GREAT AGAIN



Edition 24

IFF 20
25

INDIA FASHION FORUM

JOIN US AT

India Fashion Forum

28-29 January 2025

SHERATON GRAND WHITEFIELD BENGALURU