



IFF 2022 Agenda

March 23-24, The Leela, Ambience, Gurugram

DAY 1

10:00 – 10:30

IFF PRELUDE: Fashion Retail Industry Insights

Saloni Nangia, President, Technopak

10:30 – 11:00

IFF INAUGURAL:

IFF INTRO BY MC Anish Trivedi, President & CEO, Alenka Media

WELCOME ADDRESS by 21st IFF Chairman

Akhilesh Prasad, President & CEO, Fashion & Lifestyle Business, Reliance Retail

11:00 – 12:00

INAUGURAL PANEL: BUILDING FUTURE-PROOF FASHION RETAIL MODELS: PURPOSEFUL, PIONEERING, PROFITABLE.

The transformation sweeping across the consumer universe and technology is throwing up major implications for fashion businesses. Fashion retail of the New World embraces an integrated reality — with deeply interlaced digital moments that boost physical experiences, and vice versa.

Higher demands are being placed on fashion companies to reimaging themselves as digitally-optimized, responsive and innovative businesses, while also engaging with consumers in more agile, meaningful and influential ways and championing issues that impact the world around them.

Simultaneously, consumers also have rising expectations on product differentiation — Fashion that is more individualistic, but also offers a distinct experience. Be it in a physical store or an online format, experience is the top factor today in not just customer acquisition, but more importantly, retention.

How can brands and companies balance the four ingredients of fashion retailing in the New World — Purpose, Experience, Innovation and Engagement?

12:00 – 12:10

KEYNOTE 1

xeno

10 mins

Pranav Ahuja, CEO, Xeno

12:10 – 13:00

CEOs STRATEGY MEET: FASHION RETAIL REALIGNED WITH CONNECTED CONSUMPTION

Retailers, accustomed to playing on the margins, were facing unprecedented timeframes and enormous ramifications for their businesses. According to McKinsey, companies acted 27 times faster to meet increasing customer demand for online purchasing and services than they would have done before the COVID-19 crisis. In other words, companies took 22 days to implement changes that previously would have taken them 20 months.

Developing a future-fit company that can navigate times of volatility, uncertainty and crisis is top of mind for most CEOs today. How do you create strong business models -- across consumption categories -- that are disruption-proof and responsive to market challenges and continuously evolving consumers?

13:00 – 13:50

CEOs Agenda

13:50 – 14:00

KEYNOTE 2

14:00 – 14:30

LUNCH

14:30 – 15:15

PANEL DISCUSSION: CONVERTING CHANGE TO PROGRESS

It is clear that to serve and inspire fashion shoppers, retailers and brands need to think through conventional business models and boost consumption through product innovation and faster inventory turns.

The pandemic has changed the consumption patterns in consumers. From want based purchases, now consumers are shifting to need based purchases. However, new arenas are opening up for the industry. Work from home wear and lounge wear will be big segments moving forward along with basic clothing. Consumers will look for quality and durability, instead of fashion and trends primarily. Brands will be creating lines for the next season which will be more relevant to consumers and exploring new product categories as well.

Key Points:

- Is there a hybrid future for fashion in the making? How can physical stores up the ante?

- Omni-channel retail: Perfecting the 360-degree customer experience
 - Optimizing tech for market reach, business scale
 - Road to speeding up innovation and fashion inventory cycles
 - Responsible fashion: Pivoting to match sustainability expectations
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15:15 – 15:45

Reliance Open House



15:45 – 16:30

PANEL DISCUSSION: Future Proof: How do we make fashion sustainable?

In the last few years, the Indian fashion industry has strived to be more sustainable in both product and processes. For the consumer of today, fashion is not only about looking good but also ensuring that what they buy hasn't negatively impacted the environment in any way. Fast fashion is increasingly being replaced by more sustainable apparel and lifestyle products. In this panel discussion, we deliberate on long-term trends that can make the fashion industry more sustainable in times to come.

Key Points:

- Textiles and end-products that can be recycled, reused or up-cycled
 - Local production
 - Transparency in processes - from sourcing to manufacturing
 - Digital fashion trends - virtual trying of clothes, etc
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16:30 – 17:15

PANEL DISCUSSION: Next-Gen Retail Environments – How wild can you get?

Why did Tommy Hilfiger's flagship store (added 40-seat Cinema) went under expansive renovation to deliver exceptional shopping experience. One stop availability of all the things a consumer needs is a dream and that is what the future is all about. It's about creating a physical space keeping in track the consumer's needs, customizing, and optimizing accordingly and making sure to keep all the related products at one place – a concept of one stop super- market where every possible thing a person could purchase is available.

In this panel, panelists will discuss about various changes they made in their outlet to deliver an exceptional experience to their customers, renovating the space, adding new category lines in the store, etc.

16:30 – 17:30



Select Retail CXOs Sundowner

17:15 – 18:15

FASHION RETAIL BUSINESS DEVELOPMENT TOWN HALL: CONSUMPTION NEEDS A STRONG BOOST. CAN MALL-RETAILER PARTNERSHIPS LEAD THE WAY?

Retailers and retail space developers need to develop re-imagined, agile models of collaboration and consumption triggers – more than ever before. The onus rests on both occupiers and retail real estate leaders to build consumer confidence, co-create digital triggers, and drive demand and re-energise top lines across all key verticals.

This session brings some of the most dynamic developers and retailers to discuss what possibly we can be done together to:

- Drive customers back to the malls, in particular during week days
 - Create new reasons/ seasons to shop in the mall
 - Enhance Omni-channel experience for customers
 - Add to the brick and mortar experience
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18:15 Onwards

INDIA BRAND SHOW 2022: COCKTAILS & DINNER

A stunning showcase of the latest and upcoming product ranges from leading fashion & lifestyle brands presented in a sophisticated, customer-centric environment. Brand collections will be showcased through a spectacular presentation on an elegant fashion runway in the presence of consumers and B2B partners.

DAY 2

24th March 2022

10:30 – 11:00

IFF PRELUDE: Fashion Retail Industry Insights

KPMG/PWC/ Nielsen/Deloitte

11:00 – 11:45

PANEL DISCUSSION: DECODING A 360-DEGREE PERSPECTIVE OF THE FASHION SHOPPING JOURNEY

Understanding what drives changes and excels the customer relationship with the brand.

Connecting with the Customer: Exploring the changing dynamics of the new digital customer ecosystem

Leveraging data to create a single customer view:

- What drives the customer experience?
- What impacts the customer experience?
- What are the customer expectations from the brand?

Evaluating what drives a consumer to transition in their journey from a consumer mentality to a shopper mentality.

Exploring what activates brand awareness and emotional engagement with a brand to determine strategies for driving sales.

11:45 – 12:30

PANEL DISCUSSION: Fashion with a purpose: Mantra for successful brands for tomorrow

12:30 – 13:15

PANEL DISCUSSION: CREATING A PROFITABLE ONLINE-OFFLINE BUSINESS THROUGH STORE BASED OMNICHANNEL RETAIL

The current world has fast forwarded the online retail from sub 5% to up to 40% of P&L in fashion & lifestyle. The scale has changed however many are still struggling with profitability. The session will talk about how the convergence of online & offline through a store based Omni-channel retail is increasing top line numbers as well as improving profitability.

- Importance of new journeys for the Omni-channel customer
 - Impact on profitability through decentralizing retail store-based models.
 - Comparing Omni-channel P&L with traditional P&L
 - Case studies of profitable Omni-channel
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13:15 – 14:15

LUNCH

14:15 – 15:00

PANEL DISCUSSION: FASHION INNOVATION USING AI: TURNING FASHION CREATION ON ITS HEAD

The way we find and buy items has shifted dramatically. In the last few years, no other industry has apparently taken more of a hit than retail. Of the list of emerging technologies artificial intelligence has been the forefront of disruption for fashion industry. Thus one of the most prominent ways fashion and technology have been integrated is the ability to turn a diverse set of data into engaging, enriching information.

Key Points:

- How AI can power the future of fashion?
 - AI Trend spotters - Predicting next years' fashion trends accurately
 - Trend forecasting to produce more sustainably
 - Backing your product intuitions with market data
 - Optimize Product Assortment
 - Forecast Product Quantities
 - Master Product Positioning
 - Steer Product Marketing
 - Increase your Sell-Through
 - Capturing early signals in the market by analyzing social media, turning millions of pictures (posts, stories) and videos on Instagram into clear insights
 - Leveraging AI to create Proactive and Predictive End-to-End Operations
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15:00 – 15:45



PANEL DISCUSSION: Luxury Fashion: Embracing technology but keeping it Luxe!

The luxury fashion market has evolved exponentially over the past two years of the pandemic. While the market, across the globe, first took a hit due to the ban on international travel, luxury fashion brands were forced to look to the domestic and local markets for revival. But, what the pandemic also altered was the way people shopped. From millennials to Gen-Z, it was e-commerce all the way! And with the metaverse and NFTs coming into the picture, the luxury fashion market seems to be in for an overhaul. So what does 2022 hold for India's luxury fashion segment in terms of: Mobile commerce and the metaverse & NFTs?

15:45 – 16:30

PANEL DISCUSSION: MAPPING MARTECH TO THE MARKETING LIFECYCLE: THE NEW GAMECHANGER IN CONSUMER UNDERSTANDING

The proliferation of capabilities across omnichannel and multichannel trends and technology can make it hard for marketers to understand what is needed and when. One way to make some sense of this is to look at each step in the marketing process (the marketing lifecycle) and map Martech capabilities into the lifecycle based on what marketers are trying to accomplish with each step.

- A digital customer profile
- Forensic Understanding of the Customer
- Marketing strategy development and planning, content creation, journey activation, post-campaign analysis
- Guided analytics and out-of-the-box reporting
- AI-powered decisions to extend and improve the customer experience beyond marketing
- How do retailers cut through the data silos to provide a seamless customer experience?

- How to balance marketing focus and budgets between user engagement and improving customer lifetime value?
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16:30 – 17:15

PANEL DISCUSSION: THE FINAL BASTION – CUSTOMER EXPERIENCE

Build a Profitable Fashion Retail Business: Growth, Customer Satisfaction and Customer Retention Strategies

Everyone loves deals, but fatigue is setting in with the tsunami of offers and promotions. Customers want experience – be it on the web, mobile, social media, bots, or in-store; they expect reduced friction towards their seamless shopping experience. Technology can change the rules of the game, customers change the game! Retailers and Technology providers discuss and debate the future of retail and customer engagement and retention.

- CX Experience
 - Customer Engagement
 - User Growth
 - Minimizing Customer Acquisition Cost
 - Customer Churn Management
 - Referral plans
 - Loyalty and Rewards
 - How do you create a Merchandise Plan – nimble enough to move, wide enough to have every product possible of each known brand
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16:30 – 17:15

PANEL DISCUSSION: AR and VR support to build advanced FR

Delivering novel in-person experiences by combining the power of the internet with the excitement of being able to touch and try a product has gained momentum in the recent times and raised the question about what is better – Online store or physical store. AR and VR plays an essential role in providing customers with exceptional experiences – Imagine having AR and VR help to determine and choose a product that will be suitable for you backed up by various algorithms or how a certain product would benefit you basis your unique interests, requirements and expertise.

- Seamless technology and digital content for customers to shop and learn at their leisure.
 - AR and VR - Next generation of physical retail.
 - Unique and customised experience is the key
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17:15 – 17:30

TEA BREAK

17:30 – 19:00

IFF GRAND FINALE: SOLOx

19:00 Onwards

IMAGES FASHION AWARDS 2022 - Cocktails, Celebrations & Dinner

Note: Agenda Session Titles, brief, speakers, dates and timings are subject to change