

INDIA
SHOES & ACCESSORIES
FORUM

13-15 March, 2012
Bombay Exhibition Centre, Goregaon, Mumbai



ISAF'12 POST SHOW REPORT
13-15 March, 2012

Bombay Exhibition Centre, Goregaon, Mumbai

www.isaf.in



Show Facts



Dates: 13, 14 & 15 March, 2012

Venue: Hall-1, Bombay Exhibition Centre,
Goregaon, Mumbai.

Gross Area: 2500 sq.m.

Number of Attendees: 3781 Trade Visitors

Show Profile: Shoes and Leather Accessories
Trade event

Exhibitor Profile:

Footwear & Accessories Brands, National
& International Leather Manufacturers,
Retailers & Chain Stores, Importers &
Exporters

Admission fee: Rs. 9,500/- (For Delegate
registration)

Visitor entry: Free, but restricted to trade
visitors only

Website: www.isaf.in

One among the few vibrant markets globally that has survived the onslaught of the continuing global downturn, India has emerged as a hotspot for exporters and manufacturers to step into the market with their own brands, or even make that first move to be a vendor for major footwear and accessory brands or retailers. And this first ever edition of ISAF provided just that opportunity for participants from around the country to network and scout for potential business partners. A majority of them said that they had spoken to new business partners with the hope that the discussions begun at the ISAF would concretize in the next few days or coming weeks.

Visitor profile

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

Features of The Show



India Shoes & Accessories Forum 2012 emerged as the focal point for over 200 thought leaders to deliberate on some of the most crucial issues of the business of fashion & footwear in India. ISAF reiterated our confidence in the true potential of the domestic footwear market and created a one of its kind B2B platform where brands, retailers, manufacturers, wholesalers, designers, trend forecaster's and other key professionals of this niche industry to come together to share knowledge and best practices; and also showcase their portfolio to the widest assemblage of the footwear and accessories retail fraternity and other prospective business partners.

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 Show Stoppers

The Exhibition: Where knowledge, excellence and innovation emerged

ISAF saw more than 100 participants from brands and retail manufacturers and raw material suppliers exhibiting innovation in shoes and various accessories.

ISAF Conference: Networking at its best

ISAF conference served as a platform where visionaries from all over India as well as from the four corners of the world came together to talk about the future of retailing and

branding. Furthermore, professionals from leading global and Indian retailers, corporate and brands shared their vision and experience.

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.

The IMAGES Shoes & Accessories Awards (ISAA): Rewarding the masterpieces and master performances

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 2011.

Shoes & Accessories Theatre

Apart from the various talk shows, a special fashion show at the "Shoes & Accessories Theatre" allowed leading and aspiring brands to showcase their collections.

The Fashion Theatre unveiled fashion trends for Spring/Summer 2012, the collections dictated by the buzzwords on the international ramps.

Premium clubwear, partywear, comfortwear, officewear, festewear, designerwear, sportswear; a variety of styles, colours and looks in footwear were displayed by the exhibitors and made up the broad spectrum of shoes for the forthcoming season.

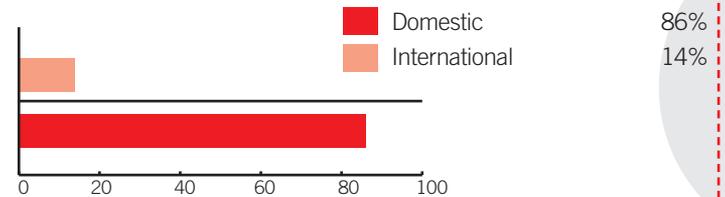
Visitor Statistics



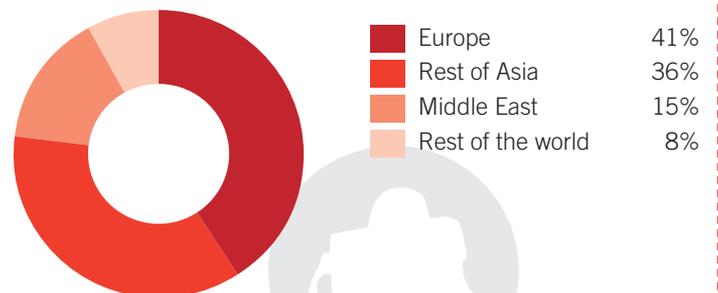
Visitors by profile



Visitors by Geographical Reach



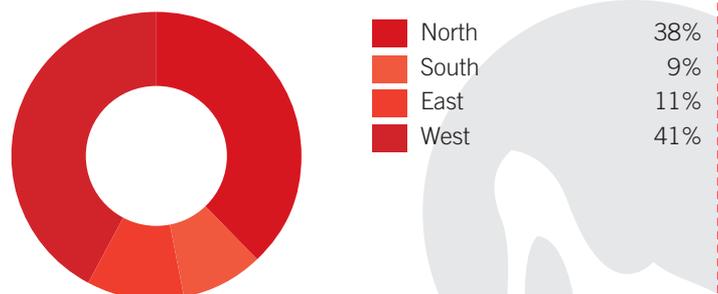
International Visitors



Visitors by Job description



Domestic Visitors



Marketing

Our marketing aim was to attract everyone connected with the Shoe & Leather Accessories Retail Industry in every way. Footwear & Accessories brands, National & International manufacturers, Raw Material suppliers, Wholesalers, Buying Agents, Forecast and Research Organizations.

Advertising, outdoor & BTL promotions:

Some of the media used were as following:

- Ads in newspapers
- Visitor Promotion Brochures
- Special Invites to the industry
- EDM's to a huge database of industry professionals
- Ads in magazines





Testimonials



I would like to congratulate the team for having organized the first ever India Shoes and Accessories Forum (ISAF). I know the kind of hard work that you have all put in to make it a success.

It was a great experience, and I'm extremely impressed. The magazine, Shoes & Accessories, should now support the various causes taken up by our association, the AIFMRA. On behalf of our entire fraternity, we thank you. Looking forward to working together with you to strengthen our industry.

– **Rafique Malik, Director, Metro Shoes**

Thank you so much for your support at the ISAF. It has been a pleasure to be associated with the forum and we are delighted to receive the “Most Admired Single-Brand Footwear Retailer of the Year award”. Must say, that the forum was very well organized.

– **Harkirat Singh, MD, Woodland**

ISAF has turned out better than expected. Such platforms are much needed so that our industry can have a unified voice.

– **Asif Merchant, MD, Catwalk**

ISAF was a much needed platform. It is a great effort in bringing the entire industry under one roof so that our voices can be heard.

– **Inder Dev Musafir, Director, M&B Footwear**

Thank you very much for all the assistance you gave us during the India Shoes and Accessories Forum. Thanks to your outstanding contribution, it was a wonderful event and WOLY could meet its high expectations.

– **Christoph Hirschmann, CEO, Melvo GmbH**

ISAF served as an excellent platform for the industry to rally together. It was extremely well organized and we are looking forward to more such events like this.

– **Amin Virji, MD, Regal-Rocia**

ISAF has emerged as a very good platform, not only for networking but also to be able to come together and fight the major issues that plague the footwear industry. It also served as an excellent opportunity for sharing of information, enabling us to learn from each other and be more organized.

– **Adnan Shaikh, Citywalk**

ISAF was an excellent platform for the footwear industry to interact. It also gave the opportunity for networking.

– **Satyen Nanda, Inc.5**

It was a good experience where we could meet many channel partners. We look forward to participating in the next edition.

– **G Plus (US POLO, ARROW, ENROUTE)**



Testimonials



It was a wonderful experience to witness retailers, wholesalers and manufacturers from across the country on one platform. We heartily congratulate the Shoes & Accessories magazine and wish your future events all the success.

– Footwear Wholesalers Association- Delhi.
(Amrit Gulati President; Jitender Mohan Sobti-Vice President,
Jasvinder Singh Kohl & Nikhil Methane-Secretary;
Sandeep Kapoor-Treasurer &
Madhu Sudan Chanana-Executive Member)

We were pleasantly surprised as we had never expected such a response. It was quite interesting to meet people from a wide spectrum. What made it better was that the apparel and shoes and accessories people were all in one place, and no other fair would have given such a chance.

– Sushil Sachdeva, Virola Shoes Pvt. Ltd. (Alberto Torresi)

Great initiative to bring together the footwear fraternity under one roof. Excellent platform and exposure for all participants to showcase their latest products/collection to the industry.

– Florent Bailly, Vice President, Middle East-India-Africa, Crocs Inc.

It was a great way of interacting with trade partners. Good discussions and panelists. All in all, everything was well organized.

– Preeti Gupta, Director, Licensing Business,
Tommy Hilfiger India

A very impressive event, I can understand the effort and thoughts put into it for it to reach that quality. It was a great experience for us to update on the current market trends and thought process.

Wishing you best going forward.

– Karim Jaffer, Gossip-Mumbai

Lord's Shoes would like to congratulate you individually, as well as your entire team at the India Shoes and Accessories Forum, for putting up a very successful three-day mega event. It is a one-of-its-kind endeavor and the awards were the icing on the cake. Do convey our congratulations to all involved.

An event like this goes a long way in promoting the entire industry, providing valuable networking opportunities, and encouraging businesses to grow.

– Sophia Premjee, Lord's Shoes

ISAF '12 was an excellent platform for the footwear Industry. It was a wonderful opportunity to meet the entire industry one-on-one and all under one roof. It was a very well organised and managed event.

– Amit Gupta, Marketing Manager, Alert Soles



Conference - Snapshot of Speakers



Adnan Shaikh
Director, Citywalk

Asif Merchant
MD, Catwalk

Christoph Hirschmann
CEO, WOLY

Emmanuel Eribo
Co-Founder, Butterfly Twists, UK

Florent Bailly
Vice President, Middle East, India
and Africa, Crocs

Harkirat Singh
MD, Woodland

Imran Virji
Director, Rocia

Inder Dev Singh Musafir
MD, Lee Cooper

Kavya D'Souza
Celebrity Fashion Blogger

Kumar Sambhav
Head of Marketing, Bata India

Manmohan Agarwal
Founder, Yebhi

Rafique Malik
MD & Chairman, Metro Shoes

Rahul Vira
CEO, Gili

Rupi Arora
Fashion Industry Expert & ex Head
of Buying - Menswear at Saks, 5th
Avenue, New York

Sahil Malik
MD, Da Milano

Sanjiv Jain
CEO, GO Ventures

Shailesh Chaturvedi
Managing Director, Tommy Hilfiger
India

Utsav Seth
CEO and MD, Pavers England

Ved Vyas Chhabra
Owner, Touristor



Conference Highlights



- **Footwear and Leather Accessories Conclave**
India's Footwear Retail Market - Opportunities, issues and challenges
With organized retail on the rise and increase in disposable incomes, the Indian opportunity for footwear brands is huge. However a large part of the market is still unorganized and traditionally operated. For modern retailers the key challenges are exorbitant commercial rents, lack of local knowledge, preferences, the challenge of receivables, high credit period in case of third-party retail route, lack of brand building experience and difficult to manage inventories with round the year discount offerings. This session brought together a national representation of Footwear retailers to share experiences, solicit partnerships and create an agenda for the future.

- **The fashion opportunity in accessories retail – Presented by Tommy Hilfiger**
Fashion Accessories have evolved over the years – from being a value add for special occasions, to carving a niche for itself in the fashion retail industry. With organised retail on the rise and increase in the disposable incomes, retailing for fashion accessories certainly looks a promising option. Potential opportunity for value-added products in the fashion accessories market is high; opportunity to cater to the domestic market with a blend of traditional-cum-western fashion is the emerging new opportunity for the fashion accessories segment in India. An attempt to get insights into the opportunities and the challenges in this lucrative market segment was made by Tommy Hilfiger.
- **All India Footwear Manufacturers and Retailers Association (AIFMRA) Session**
This session, hosted by the body AIFMRA attempted to throw light on the Indian Footwear Industry. The topic of discussion was – “Vision for the Footwear Industry”.



Concurrent Shows



India Fashion Forum

India Fashion Forum'12 presented the most sought after brands on a unique business platform, new ideas were unleashed, new trends were discovered, and of course, new business networking opportunities were explored. It was a gathering of fashion titans, congregation of the best in the business. IFF proved to be the focal point for the fashion retail industry to converge – Learn, Share and Evolve – and fashion the future of retail in India. Seamless exchange of experiences and innovative ideas at IFF paved the way not just for the fashion industry, but for many other industries, directly or indirectly interlinked to designing, marketing and retailing fashion and lifestyle products in India.

InFashion

InFashion 2012 was the premier textile & ingredient innovation show in entire South Asia. It was, without doubt, an event that no one connected with the textiles or fashion apparel industry could afford to miss. The show brought together players from the entire Indian textile & apparel sector, and the complete value chain from "Fibre to Finish"... from textile & garment manufacturers to buying houses, from accessory suppliers to service providers, from fashion designers to wholesalers & distributors.

IndiaShop Expo

IndiaShop Expo 2012 was India's most premium exhibition for sharing new design concepts, technology innovations, branding options as well as in-store retail solutions with the prospective clients. Emerging from India Retail Forum (IRF) "India's leading conference and exhibition in the retail sector", organized by Images Group since 2005, IndiaShop Expo 2012 was the passage into India's booming retail sector. This event was the sure shot opportunity to meet industry leaders and witness multinational brands under one roof.

BigWheel - India's Fashion Fairground

An exclusive trade platform for international brands targeting the India fashion market, the first edition of Big Wheel was launched during these three power-packed days in Mumbai. The exclusive BIG WHEEL fashion trade fair was organised by the Images Group in collaboration with Brandspoke, which is a highly influential commercially focused network that provides unique opportunities for brands in the UK and in key international markets. By leveraging the synergies of the Images Group and Brandspoke, Big Wheel attempted to be the most direct route for international brands to enter the Indian market and capitalize on its well publicized commercial opportunities.



Exhibitors



- 8V Shoes
- Admiral Shoes
- Alberto Torresi (Virola Shoes Pvt. Ltd.)
- Alert India Pvt Ltd
- Alpha System Pvt. Ltd. (TPCS)
- Amigo Sport Pvt. Ltd
- Avery Shoes
- Balls
- Bally Fabs International Limited (The Jute Bags)
- Banish (Aman Shoe)
- Bata India Limited
- Bonjour (Zonac Knitting Machines Pvt Ltd)
- Calzini Fashion Limited
- Catwalk Worldwide Pvt Ltd
- Collezioni
- Crocs India Pvt Ltd
- D' Lords Footwear & Fashions Pvt. Ltd.
- Derby (Real Foot Care India)
- Egoss (Guruji Enterprises)
- ESTD 1977 (G. Shoe Export)
- Euro (Sidh India)
- Gupta H.C. Overseas (I) Pvt. Ltd.
- Hitz Shoes (Popsons International)
- Ilex (Lexus Exports Pvt Ltd)
- Inc.5 (Regal Shoes)
- J K Footwear Pvt. Ltd.
- Jacks International
- Kanwar Corporation
- Liberty
- Metro Shoes Ltd
- Oscars Shoes
- Perfect Footwear
- R N Bajaj Overseas
- Ram Exports
- Reliance Footprint Ltd.
- Ria Enterprises
- Rubber Co
- San Frisco (Aryman Footwear Exports Pvt. Ltd)
- Sheetal Footwear (Ksons)
- Tide Industries
- Touristor
- Trela Footwear Exports Pvt Ltd.
- UV Exports (R S Overseas)
- Valentino (Guru Shoes Tech Pvt Ltd.)
- Vivobarefoot/ VIVO (Highline Retail Private Limited)
- Warner Bros (Suncorp Exim India Pvt Ltd.)
- Woly (M V Shoecare)
- Woodland (Aero Group of Companies)
- Yebhi.com

Can you afford to miss
the next edition of
**India Shoes &
Accessories Forum**

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INDIA SHOES & ACCESSORIES FORUM 2013

20, 21, 22 March

Bombay Exhibition Center, Mumbai

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GROUP . IN**

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