

Timex India Elevates Fashion Trends as Title Sponsor of India Beach Fashion Week 2025

Published on 07 Oct 2025 | By IFI Correspondent



Timex Group India proudly announces its continued partnership as the Title Sponsor for the 11th edition of India Beach Fashion Week (IBFW) 2025. This collaboration, marking their third consecutive year, underscores Timex's commitment to blending fashion with innovation. The event will take place at the Hilton Goa Resort from October 9–11, 2025, celebrating resort fashion.

Theme: Where Resort Meets Bold Innovation

The theme for IBFW 2025, “Where Resort Meets Bold Innovation,” reflects a futuristic approach to craftsmanship, and digital-era storytelling. Each showcase at Hilton Goa Resort combines futurism, offering a lens into the future of lifestyle, travel, and fashion.

Designer Line-Up and Highlights

IBFW 2025 features an iconic line-up of over 30 Indian and international designers, including ace designer Abhishek Sharma, who will be headlining the Timex Grand Finale. His presentation, inspired by “The Timex Analog Life, Make Time Yours,” will fuse futurism, sustainability, and bold creative storytelling. The event also includes celebrity-driven shows, a marketplace for apparel, jewellery, accessories, and home décor.

Timex's Philosophy: Analog Life

At Timex, we believe that fashion and watches share the same language of individuality and self-expression. Through our philosophy of “Analog Life, Make Time Yours,” we encourage people to embrace the analog life. Our association with IBFW is a true reflection of that philosophy, and we are proud to continue providing a platform for fresh talent in the fashion industry.

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