

India Beach Fashion Week 2025 Season 11 starts

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India Beach Fashion Week (IBFW) is back for its **11th season**, presented by Timex. It will be held from **October 9–11, 2025** at the **Hilton Goa Resort**.

IBFW seeks to transform Goa from just a beach destination into a **hub for lifestyle tourism, retail experience, and design innovation**.

Organisers & Vision

- **Pallav Ojhaa**, CEO & Co-Founder of IBFW Showcase, grew up in Assonora. He shares that what began as a local dream has become Asia's largest resort fashion platform.
- Through the platform **COMO Designers Collective**, IBFW will curate over **100 designers** spanning resort, occasion, and lifestyle fashion.
- The mission is to create a **bridge between runway and retail**, while positioning Goa as a world-class destination not only for its beaches but also for fashion, culture, and commerce.

Theme & Highlights

- The theme for IBFW 2025 is **“Where Resort Meets Bold Innovation.”**
- Focus areas include: sustainability, craftsmanship, and digital-era storytelling.
- Immersive experiences and installations will be part of the program, bringing together futurism, circular design, and culture.

Participation & Featured Designers

- A roster of Indian and international designers: Priya Kataria Puri; Bhawna Rao; Manaca Streetwear; Mia Magell; Reana; Asmita Marwa; Toffle Streetwear; Eesum by Srishti Kaur; Noor Ghar by Reet; Samia Khan; Treasures By Tiara; Kiinara by Devkalii; Sakshi Bindra; Ashok Maanay.
- The event also features a **Timex Grand Finale** by **Abhishek Sharma**.

Celebrity & Lifestyle Integration

- Celebrities set to appear: **Fatima Sana Shaikh, Mukti Mohan, Kashika Kapoor, Arissa Khan, Kunal Thakur, Andleeb Merchant.** They bring pan-Asian glamour to the runway.
- The Pop-Expo Arena will host stalls for apparel, jewellery, accessories, and home décor.
- Additional highlights include the **Dive Fashion Conclave**, which will focus on future-oriented topics: fashion, sustainability, and retail

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