

IFFIC Awards Spotlight India's Most Innovative Fashion Retail Ideas

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The **IFFIC Awards 2026** — a highlight of the *India Fashion Forum* — recognised some of the most creative and impactful retail ideas shaping the future of Indian fashion. The ceremony formed part of the *IMAGES Fashion Awards* evening, where innovators behind standout retail strategies, formats and experiential concepts were celebrated for driving meaningful change across the industry.

Held during *IFF 2026* in Bengaluru, the IFFIC Awards (India Fashion Forum Innovators Club Conclave) shifted the spotlight from traditional leadership accolades to **frontline creators and problem-solvers** — those who develop new ways of engaging customers, reimagining store experiences, and integrating design thinking into retail execution.

The event underscored how the future of fashion retail is increasingly being shaped **beyond boardrooms** — in design studios, sourcing labs, customer experience teams and visual merchandising hubs where ideas are prototyped, tested, and brought to life. Winners were chosen for their demonstrated ability to challenge norms, enhance shopper engagement and deliver business value through innovative practices.

Industry leaders and jury members commended the caliber of submissions and celebrated the depth of craft and strategic thinking behind the winning projects. The awards have become a key platform for recognising not just brands, but **the minds behind the concepts** that are redefining retail excellence in India.

As Indian fashion retail continues to evolve rapidly — driven by technology, consumer expectations and competitive dynamics — the IFFIC Awards aim to spotlight those who are **pushing boundaries and setting new benchmarks** for creativity, relevance and business performance.

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