



INDIA ICON

2026

A BEAUTY PAGEANT SHOW

ABOUT INDIA ICON 2026

India Icon 2026 is India's first national beauty and personality pageant built entirely around Indian identity - not as a stepping stone to international stages, but as a destination in itself.

Presented by Vastra Media - the team behind VASTRA Magazine and India International Fashion Week - India Icon 2026 travels across 8 states, conducting auditions at premier fashion and management institutes before culminating in a Grand Finale at Zee Studios, Jaipur.

800 participants will audition. 160 will be selected. 40 will reach the Grand Finale. 10 will be crowned.

Every stage of the journey - from city auditions to the national finale - is a media moment, a content opportunity, and a brand activation platform for our partners.

India Icon 2026 is not chasing the world. It is celebrating India.

MORE THAN JUST A PAGEANT - IT'S CULTURAL CAPITAL



THE INDIA ICON JOURNEY

EIGHT CITIES. THREE ROUNDS. ONE STAGE.

India Icon 2026 is structured across four progressive stages - each one a distinct brand activation opportunity for our partners.

Stage 1 - City Auditions

Auditions are held across 8 states at premier fashion and management institutes. Each audition city features a branded media wall, a professional photography setup, and a three-member jury panel.

Stage 2 - Quarter Finals - Lucknow

160 selected participants from 8 states compete in the first national round. Grooming sessions, editorial photoshoots, and runway presentations. Sponsor products are actively used, worn, and photographed across every session.

Stage 3 - Semi Finals - Delhi

60 participants advance. The competition intensifies. National media coverage begins. Delhi's fashion and media community creates natural amplification for every partner associated with India Icon at this stage.

Stage 4 - Grand Finale - Zee Studios Jaipur

40 participants. 10 winners crowned across 10 categories. A fully produced stage event with national press coverage, social media reach, and VASTRA Magazine editorial integration. This is where India Icon becomes a brand moment that outlasts the event itself.

TIMELINE FOR INDIA ICON 2026



SUB – CONTEST CATEGORY

FOR INDIA ICON 2026

Male:

1. People's Choice Award
2. Best Physique
3. Best in Formalwear
4. Top Model
5. Mr. Runway Icon
6. Mr. Radiant Icon
7. Mr. Style Icon
8. Mr. Charisma Icon
9. Mr. Culture Icon
10. Mr. Photogenic

Female:

1. People's Choice Award
2. Best Physique
3. Best in Formalwear
4. Top Model
5. Ms. Runway Icon
6. Ms. Radiant Icon
7. Ms. Style Icon
8. Ms. Charisma Icon
9. Ms. Culture Icon
10. Ms. Photogenic

WHY INDIA ICON 2026

UNMATCHED VISIBILITY: As Vastra Media's Signature Fashion Event, **India Icon 2026** will attract extensive media coverage across print, digital, and social media platforms.

PRESTIGIOUS NETWORK: With a Guest List of over 1000+ guests including fashion icons, industry insiders, and influencers, the event is a nexus for networking and brand engagement.

IMMERSIVE BRAND EXPERIENCE: Opportunities for Brand placements - from ramp walks to experiential zones, provides an immersive experience that resonates with audiences long after the event.



BRANDS WE HAVE WORKED WITH

Ray-Ban®

UNREBORN PROJECT

TIMEX

rayden

RAFU'D



SIROY

PANDORA
LAB-GROWN DIAMONDS

Ω
OMEGA

ULTRAHUMAN

LOEWE

DE BEERS
JEWELLERS

Van Cleef & Arpels
Haute Joaillerie, place Vendôme since 1906

CHANEL

aarka.

SHEIN

LANCÔME
PARIS

DESIGNERS WE HAVE WORKED WITH

TAE

SEVĀ
HOME

BB
BALENCIAGA
PARIS



PRISCA

JUNE
studios

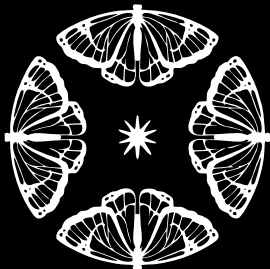
OSHADI

BOTTEGA
VENETA

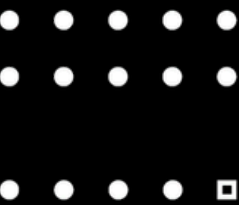
FIBRELAB

ALINKA
FINE JEWELLERY

सी
THE HOUSE OF STYLE



SARSO



KISSA - GOI

DOLCE & GABBANA

G

THE GOYA JOURNAL



the
humane
.collective

WABI SABI

EK KATHA
SLOW CLOTHING

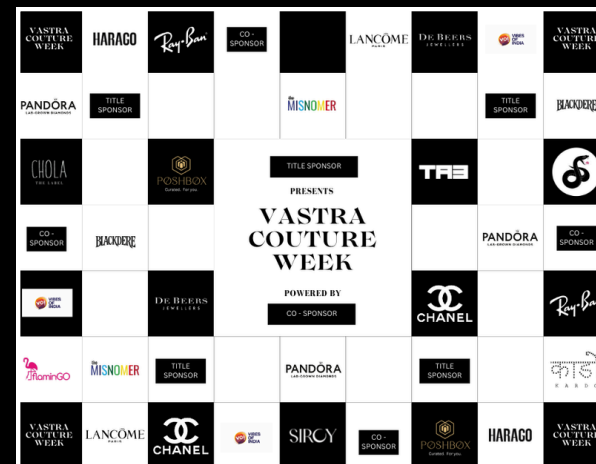
Studio
RIGU

DELIVERABLES



TITLE SPONSOR WALL

Exclusive visibility across runway, magazine, social media, and press - delivering unmatched brand integration, premium audience reach, and lasting influence.



MEDIA WALL Interview

Unparalleled luxury exposure with premium audiences across runway, magazine, and global platforms.



SOCIAL MEDIA REACH

Guaranteed 100K+ reach via instagram reels for all the SPONSORS & DESIGNERS



DIGITAL & PRINT INTEGRATION

The entire event will be featured in digital and physical versions of VASTRA MAGAZINE and MORE!

MEDIA PLAN

PRE - EVENT	DURING EVENT	POST - EVENT
• Pre-Event Press Release • Media rounds with releasing invites • Finalize the relevant Media sites • Arrange and coordinate one-tone interviews of the candidates • Confirmation calls to the media • Reminder SMS • Follow-up with media to ensure maximum presence • Distribute Press kit	• Press Registration • Help Desk at the Venue - Register and attend to needs of media persons attending the event • Ensure greater Media attendance • Arrange interviews of our client with the media • Present awards at the event • Concentration on image building and branding	• Post-event press release • Post-event photos & video clippings of the event. • Article writings and reviews from media houses. • India Icon 2026 clippings • PR articles • Hand over the original data to the clients.

SPONSORSHIP MATRIX:

VISIBILITY	TITLE SPONSOR	CO - SPONSOR	CATEGORY SPONSOR	ASSOCIATE SPONSOR
HOST MENTION	Before every Round name	After every Round name	Only Category specific	X
STAGE PRESENCE	Above India Icon title	Below India Icon title	Side screens only	Side screens only
PASSES	Yes	Yes	No	No
RED CARPET	Above INDIA ICON title on the backdrop	Below INDIA ICON title on the backdrop	Backdrop	Backdrop
PR MENTIONS	Mentioned in every PR release	Mentioned in every PR release	Mentioned in every PR release	Mentioned in every PR release
SOCIAL MEDIA	6 Posts + Models	4 Posts + Models	4 Posts + Models	4 Posts
MEDIA ADS	Full Page	Half Page	X	X

TARGET MEDIA PLATFORMS

PRINT MEDIA

Hindustan Times, Midday, The Pioneer, The Hindu, Mail Today, The Indian Express, The Tribune, The Business Standard, Zee Business, Lokmat Times, Millennium Post, The Sunday Guardian, TOI Crest, DNA, Mint, Zee5, First India, ANI, The Statesman, Dainik Jagran, Dainik Bhaskar, Jansatta, Virat Vaibhav, Punjab Kesari, Vir Arjun, Rashtriya Sahara, Dainik Hindustan, Navbharat Times, Hello Dilli etc.

TOP MAGAZINES

The Week, Outlook, Platform, First City, Frontline, Time Out, Tehelka, News Eye, Business India, The Sunday Indian, New Woman, Beauty & Style, Open, Planman Media, Delhi Diary, Caravan, The Electric, Swagat, Spice Route, PTI, UNI, Reuters, IANS, IRNA (Iran News Agency) etc.

ELECTRONIC MEDIA

NDTV, AajTak, Times Now, ABP News, ANI, E24, Sahara, Zee etc.

POWERED BY

We are proud to announce NIF Global Lucknow as the Official Venue Partner for Uttar Pradesh Auditions of India Icon 2026.

- Premium Audition Experience: A professionally managed venue ensuring a seamless and high-quality audition environment for all participants.
- Strengthened Regional Presence: With NIF Global Lucknow onboard, India Icon 2026 expands its footprint in Uttar Pradesh, enabling us to tap into emerging talent from the region.
- Global Prestige: Partnering with one of the world's most recognized fashion institution adds unmatched credibility to your showcase.

Your designs, amplified by NIG Global's signature style.

Professional Models, Ready for Your Vision

India Icon 2026 provides a curated lineup of trained professional models - handpicked for their expertise and stage presence.

- Runway-Ready Talent: Every model trained and seasoned in runway presentations.
- Seamless Execution: No need for you to worry about casting or coordination.
- Your Designs, Amplified: Models styled and choreographed to ensure your collection makes maximum impact.

You bring the designs - we bring the perfect canvas.

DESIGNER SHOWCASE

Where Vision Meets the Runway

3 Designers

1 Day

Professional Models

Runway Exclusivity

500+ Industry Guests

The World is Your Stage (Yes, Global Visibility!)



INDIA ICON

2026

OPENING SHOWCASE PACKAGE

PACKAGE - 2,500 for upto 40 models (male + female)
30 Minute Exclusive Runway Slot

Our Deliverables:

- 30-minute slot on a professionally curated stage
- Upto 40 Models for your stunning collection
- Makeup and Hairstylists from Amit Dhuria 'Cristiano'
- Full Backstage Support: Lights, Sound, Choreography, Makeup, Styling etc
- 3 Reels per Designer, each targeting 100K+ views
- Full HD Runway video and Editorial Photoshoot for brand use
- Dedicated Editorial feature in Vastra Magazine (print + digital)
- 3 VIP passes for your guests
- Backstage access for the Designer + Team
- Invitation to Exclusive Sponsor & Media Networking Zones

MIDDLE SHOWCASE PACKAGE

PACKAGE - 2,000 for upto 40 models (male + female)
30 Minute Exclusive Runway Slot

Our Deliverables:

- 30-minute slot on a professionally curated stage
- Upto 40 Models for your stunning collection
- Makeup and Hairstylists from Amit Dhuria 'Cristiano'
- Full Backstage Support: Lights, Sound, Choreography, Makeup, Styling etc
- 3 Reels per Designer, each targeting 100K+ views
- Full HD Runway video and Editorial Photoshoot for brand use
- Dedicated Editorial feature in Vastra Magazine (print + digital)
- 3 VIP passes for your guests
- Backstage access for the Designer + Team
- Invitation to Exclusive Sponsor & Media Networking Zones

FINALE SHOWCASE PACKAGE

PACKAGE - 3,000 for upto 40 models (male + female)
30 Minute Exclusive Runway Slot

Our Deliverables:

- 30-minute slot on a professionally curated stage
- Upto 40 Models for your stunning collection
- Makeup and Hairstylists from Amit Dhuria 'Cristiano'
- Full Backstage Support: Lights, Sound, Choreography, Makeup, Styling etc
- 3 Reels per Designer, each targeting 100K+ views
- Full HD Runway video and Editorial Photoshoot for brand use
- Dedicated Editorial feature in Vastra Magazine (print + digital)
- 3 VIP passes for your guests
- Backstage access for the Designer + Team
- Invitation to Exclusive Sponsor & Media Networking Zones

OUR EXPECTATIONS

To maintain the prestige of India Icon 2026, every designer is expected to:

1. Showcase Collection:

Minimum of 15 - 20 curated looks aligned with a cohesive theme.

2. Runway Readiness:

- Provide looks in advance for model fittings & styling adjustments.
- Be available for mandatory rehearsals with models & stage director.

3. Engagement & Promotion:

- Participate in pre-show promotions: interviews, BTS footage, social media campaigns.
- Encourage your own social channels to amplify your presence at India Icon 2026.

OUR EXPECTATIONS

4. Collaboration:

- Work with Vastra Media's Creative and Editorial team for styling notes, media features, and coverage.
- Allow usage of event visuals (photos, reels, articles) for Vastra Media promotions and archives.

5. Professional Conduct:

- Adhere to event timelines with punctuality.
- Maintain backstage discipline and coordination with Vastra Media's operations team.

WHY SHOWCASE AT INDIA ICON 2026?

ELITE INDUSTRY ACCESS

Showcase directly to top buyers, luxury brands, celebrity stylists, and media houses.

PREMIUM MEDIA COVERAGE

Placement in Vastra Magazine (print + digital), co-branded PR, and influencer amplification.

GUARANTEED DIGITAL IMPACT

3 professional reels, each hitting 100K+ verified reach, ensuring your designs break out beyond the runway.

Networking Powerhouse

Exclusive access to sponsors, VIPs, luxury partners, and global fashion insiders.



INDIA ICON

2026

LUXURY VENUE

Hosted at Film City, Noida, a premium property aligning your brand with sophistication.

CREDIBILITY UPGRADE

Being featured at India Icon 2026 signals that your brand is ready to compete with India's finest labels.

ECOSYSTEM ADVANTAGE

Beyond the show, you gain entry into Vastra Media's fast-scaling ecosystem - calendar shoots, magazine features, retreats, and global partnerships.

2026

THANK YOU!

Feel free to approach us for any queries you may have.

Call Us - 9616439561

Visit Us - Urbtech Trade Center, Sector 132, Noida

Website - www.vastramagazine.com

Instagram - [vastramag](#)

SEE YOU AT THE INDIA ICON 2026!

VASTRA
MEDIA