

INDIA INTERNATIONAL FASHION WEEK

2025

THE VISION

REDEFINING INDIA'S FASHION STAGE

AT INDIA INTERNATIONAL FASHION WEEK, OUR VISION IS TO CREATE INDIA'S MOST ASPIRATIONAL PLATFORM FOR FASHION CREATORS, LUXURY BRANDS, AND CULTURAL VOICES.

WE ARE BUILDING:

- A GLOBAL - STANDARD RUNWAY EXPERIENCE IN THE HEART OF INDIA
- A MEDIA - FIRST ECOSYSTEM WHERE FASHION EVENTS LIVE FAR BEYOND THE RAMP - IN MAGAZINES, CALENDARS, FILMS, AND DIGITAL CONVERSATIONS
- A PRESTIGE STAGE WHERE DESIGNERS, MODELS, INFLUENCERS, AND HIGH-END BRANDS MEET, COLLABORATE, AND GROW TOGETHER

MORE THAN JUST A FASHION SHOW - IT'S CULTURAL CAPITAL

ABOUT IIFW

THE FLAGSHIP FASHION EXPERIENCE OF VASTRA MEDIA

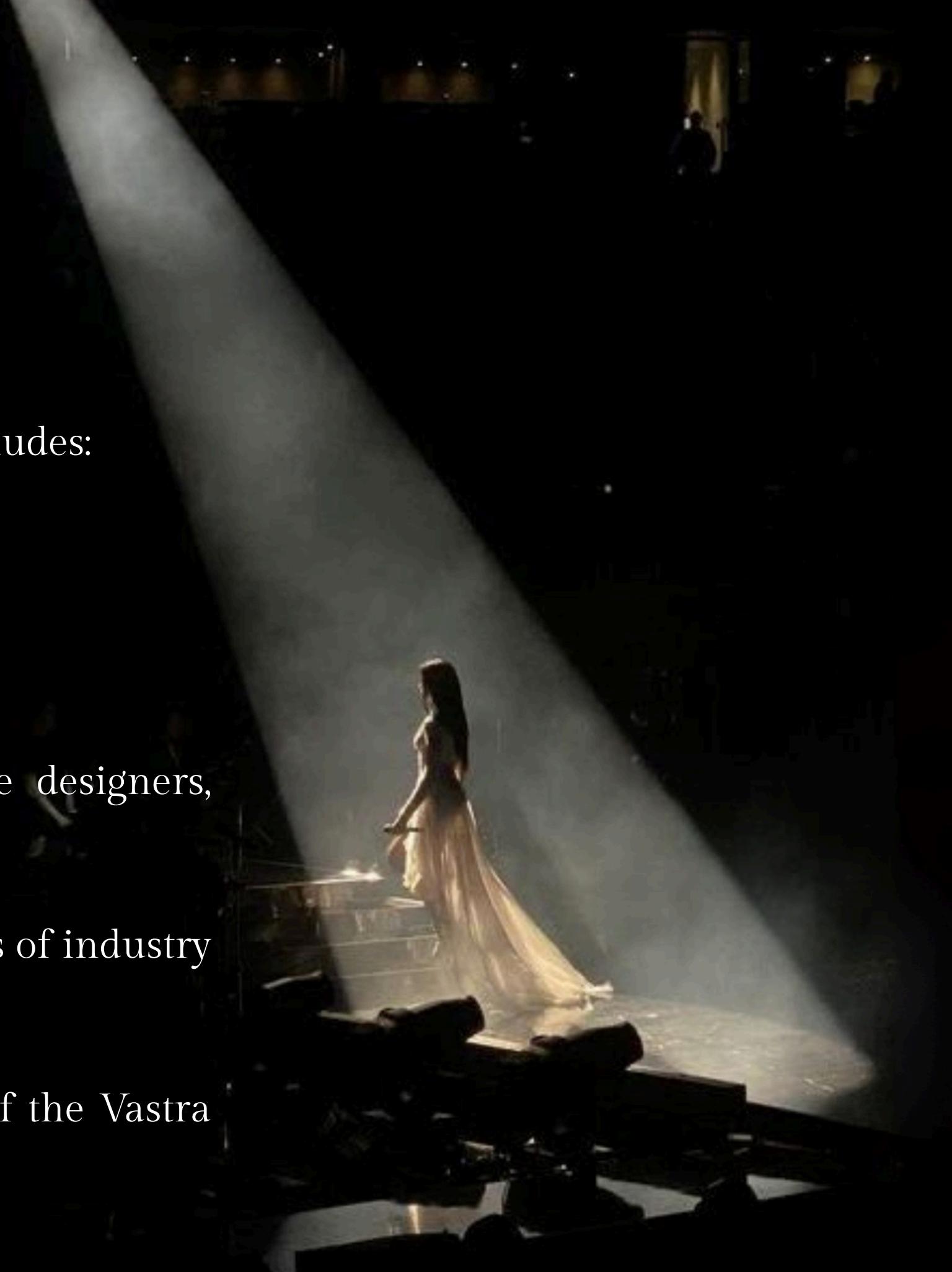
India International Fashion Week is so much more than a runway, it includes:

- Designer showcases
- Brand collaborations
- Exclusive networking zones
- High-visibility media coverage across social & digital platforms

A 2-day couture showcase bringing together India's most innovative designers, luxury brands, and emerging talent

Hosted in Noida/Delhi NCR at a premium venue with curated guest lists of industry leaders, buyers, press, and influencers

Backed by Vastra Media, publishers of Vastra Magazine and curators of the Vastra Fashion Calendar



WHEN

DATE

**17-18 DECEMBER
2025**

LOCATION

FILM CITY, NOIDA

TIME

**12 PM
ONWARDS**



WHY INDIA INTERNATIONAL FASHION WEEK

UNMATCHED VISIBILITY:

As Vastra Media's Signature Fashion Event, **India International Fashion Week** attracts extensive media coverage across print, digital, and social media platforms.

PRESTIGIOUS NETWORK:

With a Guest List that includes 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.



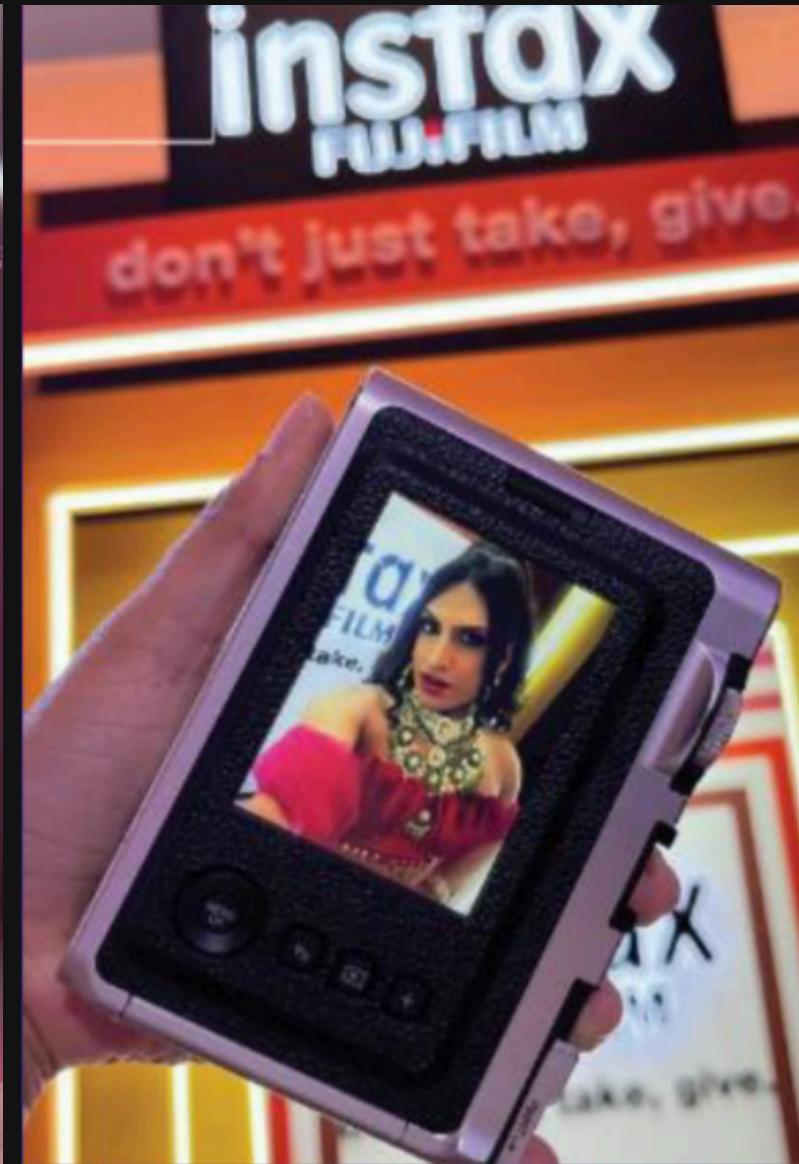
OPPORTUNITIES FOR THE BRANDS

- CUSTOM BRAND ZONES
- BRAND COLLABS
- INFLUENCER & MODEL COLLABS
- BAR AREA

CUSTOM BRAND AREAS



INFLUENCER & MODEL COLLABS



EXPERIENCE ZONES



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

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!

BRANDS WE HAVE WORKED WITH

Ray-Ban®

SIRCY

LOEWE

Van Cleef & Arpels
Haute Joaillerie, place Vendôme since 1906



PANDORA
LAB-GROWN DIAMONDS

CHANEL

UNREBORN PROJECT

rayden

Ω
OMEGA

aarka.

SHEIN

TIMEX



ULTRAHUMAN

DE BEERS
JEWELLERS

LANCÔME
PARIS

DESIGNERS WE HAVE WORKED WITH

FIBRELAB

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KISSA - GOI

DOLCE & GABBANA

VASTRA
HOME

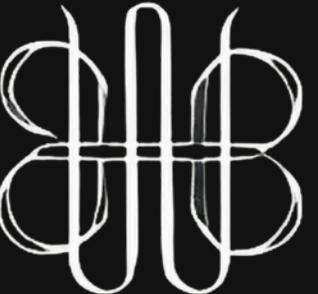
BB
BALENCIAGA
PARIS

ALINKA
FINE JEWELLERY



G
THE GOYA JOURNAL

WABI SABI



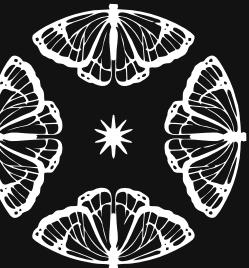
VASTRA

TAF

PRISCA

BOTTEGA
VENETA

SARSO



the
humane
.collective

EK KATHA
SLOW CLOTHING

Studio
RIGU

VASTRA

VASTRA

VA

JU
NE
studios

OSHADI

DESIGNER SHOWCASE

Where Vision Meets the Runway

14 DESIGNERS

2 DAYS

EXCLUSIVE RUNWAY SLOT

ALL EYES ON YOU

THE WORLD IS YOUR STAGE

(Yes, Global Visibility!)



We are proud to announce FTv Salons as the Official Makeup & Style Partner for India International Fashion Week 2025.

- Backstage Excellence: Professional makeup artists and stylists dedicated to elevating every designer's showcase.
- Flawless Presentation: Each model styled to international fashion standards, ensuring your collection shines at its best.
- Global Prestige: Partnering with one of the world's most recognized fashion & beauty brands adds unmatched credibility to your showcase.

Your designs, amplified by FTv's signature style.

Professional Models, Ready for Your Vision

India International Fashion Week provides a curated lineup of 20 professional, experienced runway models - handpicked for their expertise and stage presence.

- Runway-Ready Talent: Every model trained and seasoned in couture 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 PACKAGE

PACKAGE - 1 LAKH

30-MINUTE EXCLUSIVE RUNWAY SLOT

Our Deliverables:

- 30-minute slot on a professionally curated stage
- 20 models for your stunning collection
- Makeup and hairstylists from FTv Salons
- Full backstage support: lights, sound, choreography, makeup, styling
- 3 reels per designer, each guaranteed 100K+ views
- Full HD runway video and editorial photoshoot for brand use
- Dedicated editorial feature in Vastra Magazine (print + digital)
- 10 VIP passes for your guests
- Backstage access for designer + team
- Invitation to exclusive sponsor & media networking zones

OUR EXPECTATIONS

TO MAINTAIN THE PRESTIGE OF INDIA INTERNATIONAL FASHION WEEK, EVERY DESIGNER IS EXPECTED TO:

1. SHOWCASE COLLECTION

MINIMUM OF 10 - 15 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.

4. ENGAGEMENT & PROMOTION

- PARTICIPATE IN PRE-SHOW PROMOTIONS: INTERVIEWS, BTS FOOTAGE, SOCIAL MEDIA CAMPAIGNS.
- ENCOURAGE YOUR OWN SOCIAL CHANNELS TO AMPLIFY INDIA INTERNATIONAL FASHION WEEK BRANDING.

OUR EXPECTATIONS

5. COLLABORATION

- WORK WITH VASTRA'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.

6. PROFESSIONAL CONDUCT

- ADHERE TO EVENT TIMELINES WITH PUNCTUALITY.
- MAINTAIN BACKSTAGE DISCIPLINE AND COORDINATION WITH VASTRA'S OPERATIONS TEAM.

WHY INDIA INTERNATIONAL FASHION WEEK?

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.

LUXURY VENUE
HOSTED AT THE PARK HOTEL, CONNAUGHT PLACE, NEW DELHI, A PREMIUM PROPERTY
ALIGNING YOUR BRAND WITH SOPHISTICATION.

CREDIBILITY UPGRADE
BEING FEATURED AT INDIA INTERNATIONAL FASHION WEEK 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.

THANK YOU!

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

Call Us - 9616439561

Visit Us - Urbtech Trade Center, Sector 132, Noida

Instagram - vastramag

**SEE YOU AT THE INDIA INTERNATIONAL
FASHION WEEK!**