



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

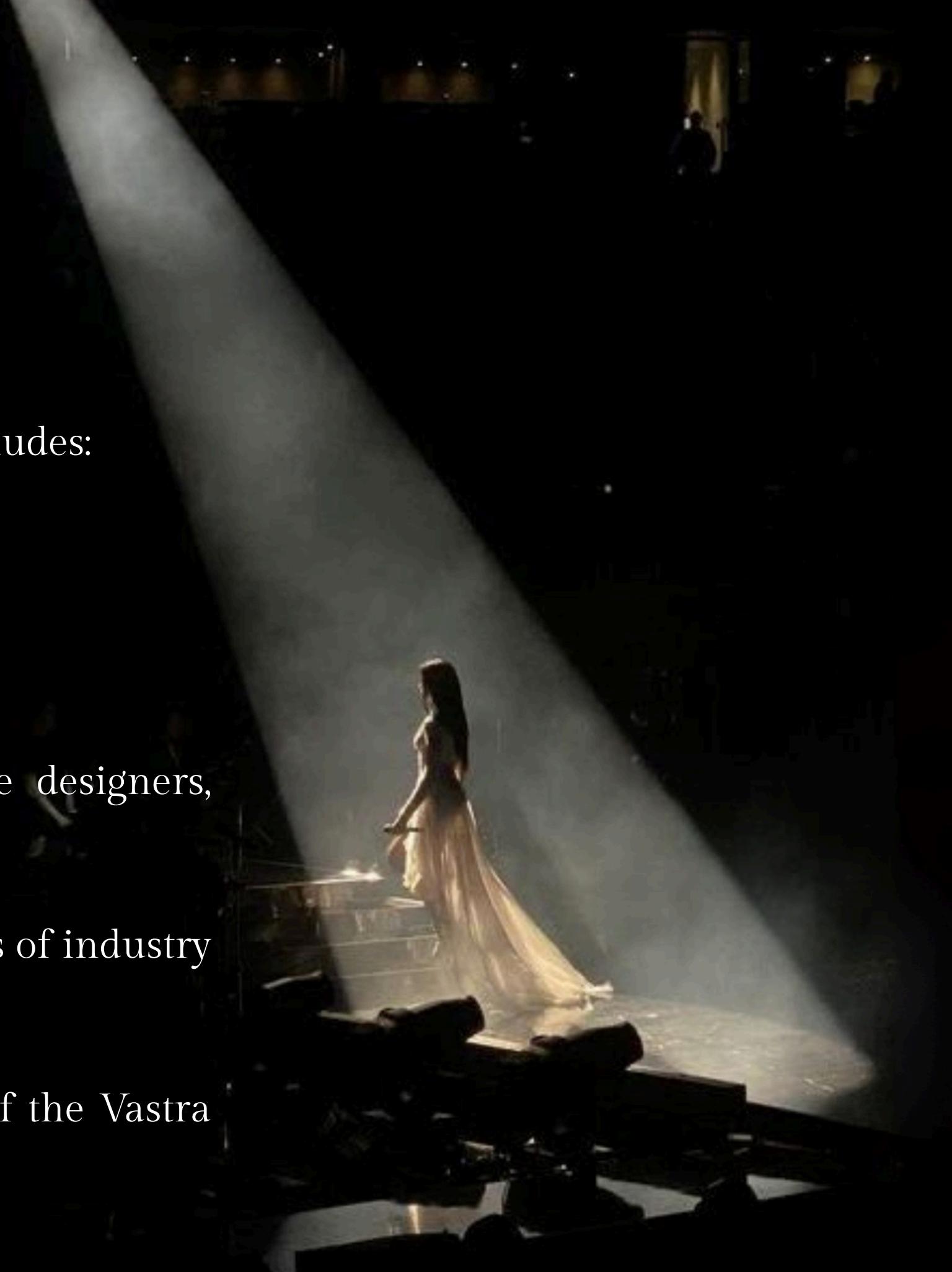
India International Fashion Week is so much more than a runway, it includes:

- 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.



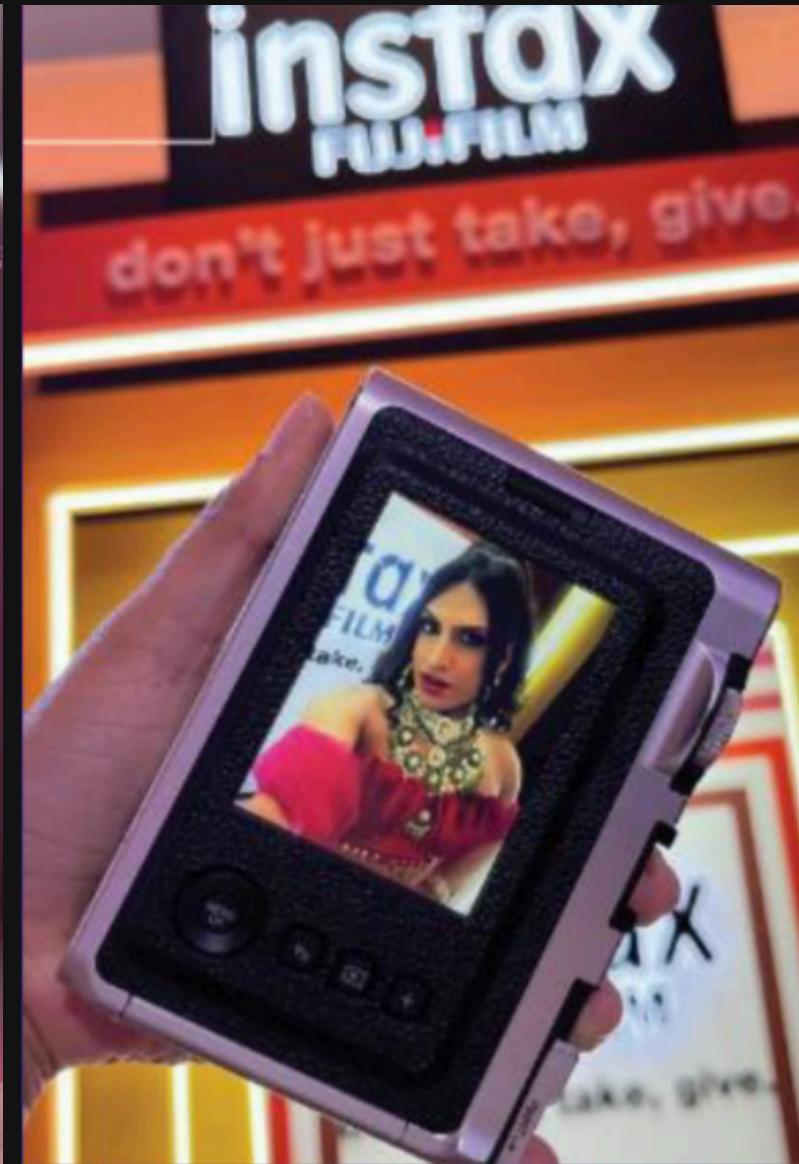
OPPORTUNITIES FOR THE BRANDS

- 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

.....
.....
.....



KISSA - GOI

DOLCE & GABBANA

VASTRA
HOME

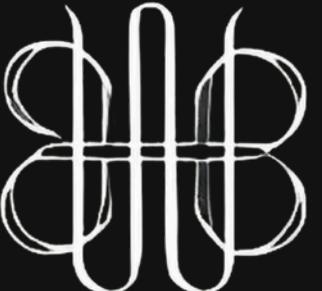
BB
BALENCIAGA
PARIS

ALINKA
FINE JEWELLERY



G
THE GOYA JOURNAL

WABI SABI



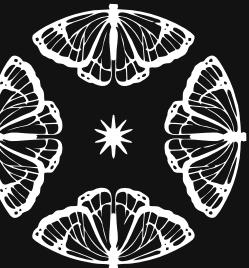
VASTRA

TAF

PRISCA

BOTTEGA
VENETA

SARSO



the
humane
.collective

EK KATHA
SLOW CLOTHING

Studio
RIGU

VASTRA

VASTRA

VA

JU
NE
studios

OSHADI



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.

SPONSORSHIP TIERS

- TITLE SPONSOR
- CO-SPONSOR
- DAY SPONSOR
- BRAND SPONSOR
- PRODUCT SPONSOR

TITLE SPONSOR

SPONSORSHIP - 30 LAKHS

FORMAT - (YOUR NAME) PRESENTS INDIA INTERNATIONAL FASHION WEEK 2025

BENEFITS:

1. PHOTO AND VIDEO SHOOT OF THE MODELS WITH THE PRODUCT.
2. TWO SOCIAL MEDIA POSTS / STORIES FROM THE MODELS.
3. FOUR SOCIAL MEDIA POSTS & STORIES FROM VASTRA MAGAZINE.
4. LOGO PRESENCE ON THE RED CARPET BACKDROP.
5. LOGO OF THE BRAND WILL BE PLACED ON THE TOP OF INDIA INTERNATIONAL FASHION WEEK IN ALL THE PROMOTIONAL MATERIALS.
6. 20 VIP PASSES FOR THE REPRESENTATIVE(S) OF THE BRAND FOR BOTH THE DAYS OF THE FASHION SHOW.
7. BACK STAGE ACCESS (10 PEOPLE).

8. MEET & GREET WITH THE SPONSORS DURING BOTH THE DAYS.
9. ONE SPECIAL DINNER WITH THE CANDIDATES. DINNER CAN BE HOSTED BY THE SPONSOR.
10. RATINGS AND FEEDBACK FOR THE BRAND FROM ALL THE MODELS.
11. REEL WITH EACH MODEL WITH THE BRAND PRODUCT WILL BE UPLOADED ON SOCIAL MEDIA.
12. LOGO TO BE PRESENT ON ALL THE SASHES OF THE SHOWSTOPPER MODELS.
13. LOGO TO BE PUT ON ALL THE SOCIAL MEDIA POSTS.
14. ONE BRAND REPRESENTATIVE CAN BE PRESENT AS A JUDGE IN THE SUB CONTEST.
15. RED CARPET INTERVIEW AREA IN THE NAME OF THE TITLE SPONSOR.
16. BACKSTAGE ZONE TO BE CALLED IN THE NAME OF THE SPONSOR.
17. TWO FULL PAGE ADVERTISEMENT IN THE MAGAZINE.
18. BRAND'S NAME WILL BE ANNOUNCED BEFORE EVERY EVENT AND DESIGNER COMES ON STAGE.

CO – SPONSOR

SPONSORSHIP - 15 LAKHS

FORMAT - INDIA INTERNATIONAL FASHION WEEK 2025 co-sponsored by (YOUR NAME)

BENEFITS:

1. PHOTO AND VIDEO SHOOT OF THE MODELS WITH THE PRODUCT.
2. TWO SOCIAL MEDIA POSTS / STORIES FROM THE MODELS.
3. TWO SOCIAL MEDIA POSTS & STORIES FROM VASTRA MAGAZINE.
4. ONE FULL PAGE ADVERTISEMENT IN THE MAGAZINE.
5. LOGO PRESENCE ON THE RED CARPET BACKDROP.
6. LOGO OF THE BRAND WILL BE PLACED BELOW THE 'INDIA INTERNATIONAL FASHION WEEK' TITLE IN ALL THE PROMOTIONAL MATERIALS.
7. 15 VIP PASSES FOR THE REPRESENTATIVE(S) OF THE BRAND FOR BOTH THE DAYS OF THE FASHION SHOW.

8. BACK STAGE ACCESS (5 PEOPLE)
9. MEET AND GREET WITH THE SPONSORS DURING BOTH THE DAYS.
10. ONE SPECIAL DINNER WITH THE CANDIDATES. THE SPONSOR CAN HOST THE DINNER.
11. RATINGS AND FEEDBACK FOR THE BRAND FROM ALL THE MODELS.
12. REEL WITH EACH MODEL WITH THE BRAND PRODUCT WILL BE UPLOADED ON SOCIAL MEDIA.
13. BRAND'S NAME WILL BE ANNOUNCED BEFORE EVERY EVENT AND DESIGNER COMES ON STAGE.

DAY SPONSOR

SPONSORSHIP - 5 LAKHS

FORMAT - INDIA INTERNATIONAL FASHION WEEK 2025 - DAY 1 powered by (YOUR NAME)

BENEFITS:

1. PHOTO AND VIDEO SHOOT OF THE MODELS WITH THE PRODUCT.
2. TWO SOCIAL MEDIA POSTS / STORIES FROM THE MODELS.
3. TWO SOCIAL MEDIA POSTS & STORIES FROM VASTRA MAGAZINE.
4. ONE FULL PAGE ADVERTISEMENT IN THE MAGAZINE.
5. LOGO PRESENCE ON THE RED CARPET BACKDROP.
6. LOGO OF THE BRAND WILL BE PLACED ON THE TOP OF INDIA INTERNATIONAL FASHION WEEK IN ALL PROMOTIONAL MATERIALS.
7. 15 VIP PASSES FOR THE REPRESENTATIVE(S) OF THE SPONSORED DAY OF THE FASHION SHOW.

8. BACK STAGE ACCESS (5 PEOPLE)
9. MEET AND GREET WITH THE SPONSORS DURING BOTH THE DAYS.
10. ONE SPECIAL DINNER WITH THE CANDIDATES. THE SPONSOR CAN HOST THE DINNER.
11. RATINGS AND FEEDBACK FOR THE BRAND FROM ALL THE MODELS.
12. REEL WITH EACH MODEL WITH THE BRAND PRODUCT WILL BE UPLOADED ON SOCIAL MEDIA.
13. BRAND'S NAME WILL BE ANNOUNCED BEFORE EVERY EVENT AND DESIGNER COMES ON STAGE.

BRAND SPONSOR

SPONSORSHIP - 3 LAKHS

FORMAT - DEDICATED EXPERIENTIAL ZONES SETUP BY BRANDS

BENEFITS:

1. PHOTOSHOOT AND VIDEO SHOOT OF THE MODELS WITH THE PRODUCT.
2. TWO SOCIAL MEDIA POSTS & STORIES FROM EACH MODEL.
3. TWO SOCIAL MEDIA POSTS & STORIES FROM VASTRA MAGAZINE.
4. PROMOTION ON DIGITAL MEDIA.
5. BRAND'S LOGO WILL BE PRESENT ON THE RED CARPET BACKDROP.
6. 5 VIP PASSES FOR THE REPRESENTATIVE(S) OF THE BRAND FOR BOTH THE DAYS OF THE FASHION SHOW.
7. VIP ZONE ACCESS (5 PEOPLE)
8. BRAND SETS UP THEIR EXPERIENTIAL ZONE AT THE LOCATION OF THE FASHION SHOW FOR BOTH THE DAYS.

PRODUCT SPONSOR

SPONSORSHIP - 1 LAKH

FORMAT - PRODUCTS PROVIDED BY THE BRAND TO BE DISTRIBUTED THROUGHOUT THE EVENT

BENEFITS:

1. PHOTOSHOOT AND VIDEO SHOOT OF THE CANDIDATES WITH THE PRODUCT.
2. TWO SOCIAL MEDIA POSTS & STORIES FROM EACH CANDIDATE.
3. TWO SOCIAL MEDIA POSTS & STORIES FROM VASTRA MAGAZINE.
4. BRAND'S LOGO WILL BE PRESENT ON THE RED CARPET BACKDROP.
5. 3 VIP PASSES FOR THE REPRESENTATIVE(S) OF THE BRAND FOR BOTH THE DAYS OF THE FASHION SHOW.
6. VIP ZONE ACCESS (2 PEOPLE).
7. BRAND PROVIDES THEIR PRODUCT TO BE EXPERIENCED BY THE ATTENDEES.

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!**