



# INDIA INTERNATIONAL FASHION WEEK

2025

A fashion model is seen from behind, walking away on a runway. She is wearing a long, dark, form-fitting dress with a subtle pattern and high heels. The runway is illuminated by several bright spotlights from above, creating a dramatic atmosphere with strong shadows and highlights. The background is dark, and the overall scene conveys a sense of high fashion and elegance.

# 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

A woman in a long, dark, patterned dress is walking away from the camera on a runway. She is illuminated by a spotlight, and her reflection is visible on the glossy floor. The background is dark with other spotlights creating a dramatic atmosphere.

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

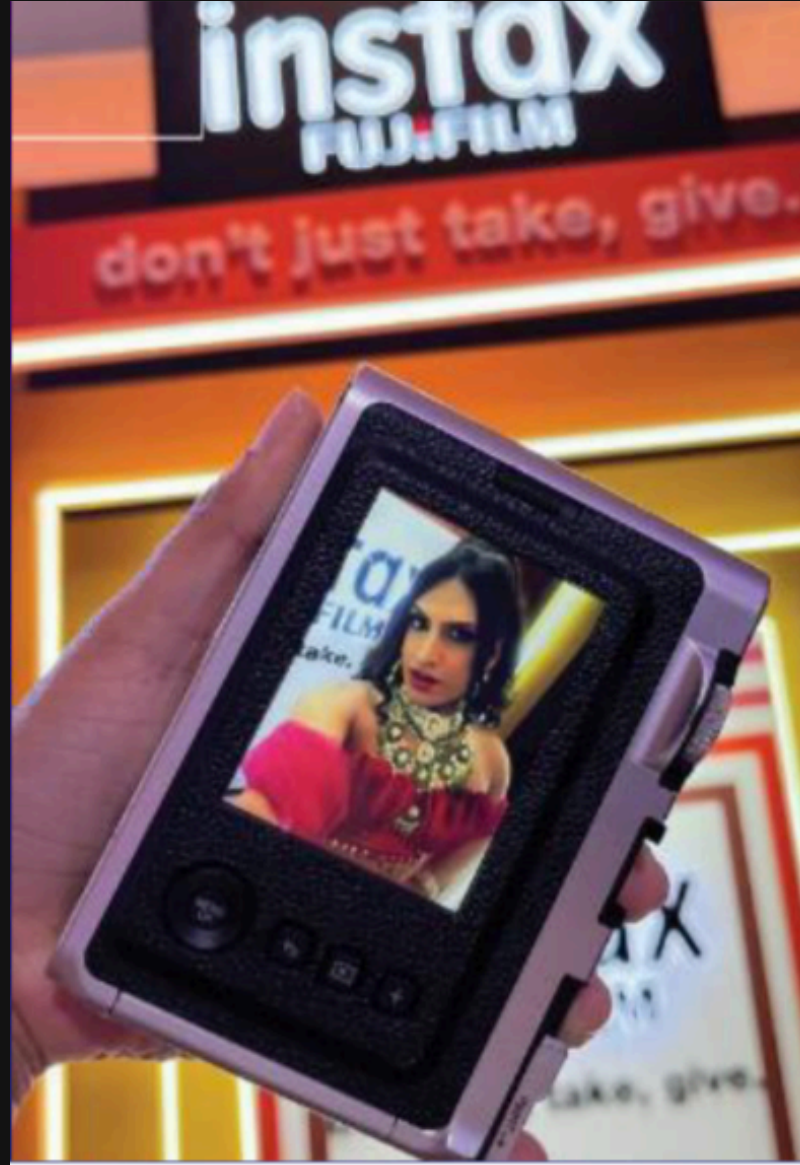


# CUSTOM BRAND AREAS





# INFLUENCER & MODEL COLLABS





# EXPERIENCE ZONES



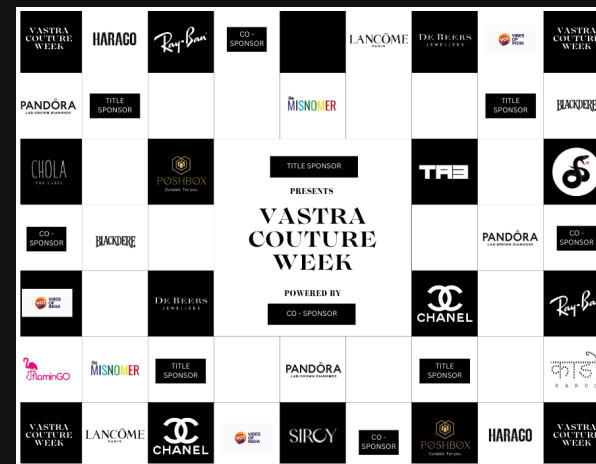


# DELIVERABLES



## 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®

UNREBORN PROJECT

TIMEX

rayden

RAFU'D



SIROY

PANDORA  
LAB-GROWN DIAMONDS



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

PRISCA

JUNE  
studios

FIBRELAB

BB  
BALENCIAGA  
PARIS

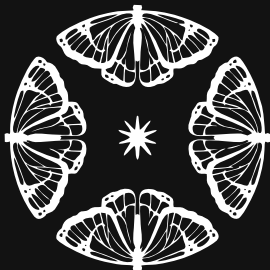


BOTTEGA  
VENETA

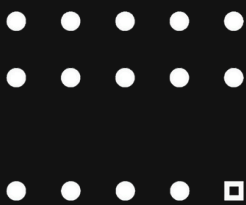
OSHADI

ALINKA  
FINE JEWELLERY

सी  
THE HOUSE OF STYLE



SARSO



KISSA - GOI

I  
INAAYA JAIPUR

the  
humane  
.collective

DOLCE & GABBANA

G  
THE GOYA JOURNAL



WABI SABI

EK KATHA  
SLOW CLOTHING

Studio  
RIGU



# POWERED BY SALON *by* fashiontv

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!

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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!**

**VASTRA**  
MEDIA