



INDIA
SHOES
&
ACCESSORIES
FORUM

20, 21 & 22 March, 2013
Bombay Exhibition Center, Mumbai

EXHIBITION
CONFERENCE
AWARDS



ISAF Conclave (L to R): Asif Merchant-Catwalk, Sushanto Dey-Sreeleathers, Ved Vyas Chhabra-Touristor, Rajeev Uppal-Suncorp Exim, Inder Dev Singh Musafir-Cooper & M&B, Rafique Malik-Metro, Christopher Hirschmann-Woly, Naresh Bhasin-Ram Exports, Amrit Gulati, President-Footwear Wholesalers Association, Tandon-Pavers England, Amin Virji-Regal, Sanjeev Agarwal-Skechers, Imran Virji-Regal/Rocia



Ved Vyas Chhabra, CEO & MD-Touristor

Move to newer upcoming areas in big cities and smaller towns: The retailer will be where there are consumers. People in tier II and tier III towns desire the same experience as in the metros. And the advantage here is that even if the consumer is more price-conscious, the rentals are reasonable. Footwear players need to target more of the smaller towns.

TOURISTOR

In the brand's orange hues offset with soothing white, the Touristor stall's clean lines broke free of clutter with one wall devoted to branding.

Collections showcased: Calling itself the "One Stop. Shoe Stop", the Touristor collections showcased vignettes of functional luxury combined with lifestyle and fashion for men, women and children.

