

FASHION WEEK AT THE EMPORIO

Trade Registration Form



Spring Summer' 09
October 14 - 18, 2008
New Delhi

Presenting India's leading designers to the world
at the country's leading luxury destination. A trade
platform to salute the best in the industry.

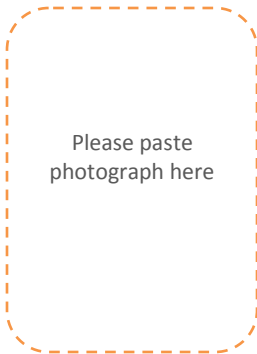
- **Background Information**

Indian fashion is making its mark on the global fashion map with every passing year. With loads of talent and several ideas on board, it is vital to create synergetic platforms and multiple business opportunities for the booming industry. It is with this thought that the 'Fashion Week at Emporio' started off to present the most cutting edge design to the best in business. With 30 designers most carefully selected by a jury consisting of fashion editors, stylists, supermodels, retailers, and fashion critics, the event aims to showcase but the best. The aim of the team is to provide circumstances for growth and create a nurturing environment for the Industry.

We invite you to come and share with us the vision of setting new standards for the industry through leadership in quality, focus on talent and professional approach. It may seem obsessive but to fall short of preparing the best mix, is to betray our designers and buyers and ultimately our equity.

- **THE PROCESS**

Please fill in the form with complete details and mail the form back to us by September 1, 2008



Name of the Company/ Store:

Representative/s to attend the event (Please mention a maximum of 2 names):
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Designation of the company representative:

Complete Mailing Address:

Contact Number: (Landline).....(Mobile).....

Fax Number: E-mail:

Website:

Please mention the Store Locations in case you have branches in multiple locations:

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Please indicate the nature of your business by ticking on the applicable option below:

Multi Brand Outlet:	<input type="checkbox"/>	Boutique:	<input type="checkbox"/>	Department Store:	<input type="checkbox"/>
Online Store:	<input type="checkbox"/>	Buying Agent:	<input type="checkbox"/>	Distributor:	<input type="checkbox"/>
Exporter:	<input type="checkbox"/>	Buying House:	<input type="checkbox"/>	Sales Agent:	<input type="checkbox"/>

Please indicate your main merchandise category:

Womenswear Apparel	<input type="checkbox"/>		
Menswear Apparel	<input type="checkbox"/>		
Accessories: (Men)	<input type="checkbox"/>	(Women)	<input type="checkbox"/>

Other categories:

Please indicate the Buying Budget that has been earmarked by your store/company for the Event:

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Note:

- Please do not forget to paste your picture alongwith this application form. If accepted, the form and the photograph will be required for accreditation purposes
- You are requested to fill separate forms in case of more than one representative application. You may photocopy the form for additional copies.
- If you have any query on the application procedure, please feel free to contact Ruchi Sharma at ruchi@ifpl.asia or call at +91 9810834171
- Please note that incomplete forms will not be accepted
- This application is subject to approval by the organisers. Once the application is accepted, the company will be informed and guided through the registration and accreditation procedure
- The completed forms to be mailed to ruchi@ifpl.asia (scanned and e-mailed) or couriered to 618, Udyog Vihar, Phase V, Gurgaon, Haryana
- If the application is accepted, an accreditation letter will be dispatched to you
- You will have to carry this accreditation letter to collect your accreditation badge from the Event venue. Accreditation Badges can also be picked up from our office prior to the Event. This is to facilitate smooth entry into the Event once it starts on October 14, 2008. Details of this procedure will be furnished to you separately.

Supporting the Fashion Foundation of India



Taking its commitment to the fashion industry to the next level, the Fashion Week at the Emporio will share its profits with the Fashion Foundation of India (FFI), a not-for-profit Society set up as an apex body of fashion in India for the purpose of capacity building for the Indian Fashion industry.

The Fashion Foundation of India has been formed with the intent of bringing together leaders from across sectors to help grow the fashion and design industry in India as well as overseas. The Society will be a proactive body involved in multiple design, fashion, and craft initiatives to help advance the industry.

The Fashion Foundation of India will address both macro and micro issues affecting the fashion industry in India. The Society will work towards marketing 'India' as a 'design hub' and promote India as a new ideology in design like Japan, New York and Belgium in the past.

It will work towards furthering the business interests of each designer by giving such assistance as soft loans, grants based on the business proposals made by each design house. The Society will also help in developing infrastructure to enhance the business capability. It will commission studies and research to bring forth various aspects of fashion industry. A legal cell will be set up to assist the design houses in matters including IPR, Licensing, Contracts, and Arbitration etc.

Furthering these objectives, the aim of the Fashion Week at the Emporio team is to provide circumstances for growth and create a nurturing environment for the Industry.

