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DELHI FASHION WEEK AUDITIONS: MODELS SCREENED



The much awaited and talked about fashion event in the country, Delhi Fashion Week, to be held from October 14th -18th, recently organized auditions for male and female models in the capital. Open to models across the country, the audition was spearheaded by a formidable jury, comprising Model Sonalika Sahay, Designers Rohit Bal, Hemant Sagar and Varun Sardana, Fashion Photographers Vishesh Verma and Hemant Khandelwal along with Hair Stylists Jojo and Yatan who will shortlist 10 male and female models respectively for the upcoming season of Spring Summer 09.

When asked about the criteria for selecting the candidates, the jury came up with a unanimous answer. They were

looking for a person who has the right stature, confidence, attractive face, to be able to add individualism to clothes that will be showcased on the ramp. The right kind of attitude was of paramount importance. The audition witnessed a mixture of talent according to Sonalika “The girls were quite better than boys, some contestants seemed like a professional, in spite of the fact that they were first timers. Goes to show how well they are groomed these days. ”

When we asked an aspiring model what does model bring to a designer's creation she replied “the dress is the dream creation of a designer, they imagine something, and models bring life to it. It's like a soul and body relation. One needs to have that perfect body to fit in the soul.”

Sumeet Nair, Consultant, Delhi Fashion Week, said, “This fashion week will be the benchmark of future fashion events in the country. It will contribute tremendously in moving India and Delhi towards becoming world's fashion destinations”.