

# DELHI FASHION WEEK

## Delhi Fashion Week gets good response from Fashion Fraternity

165 buyers in attendance at Delhi at Delhi Fashion Week Day 2

**New Delhi, October 16, 2008:** The most luxurious and creative fashion talent platform, Delhi Fashion Week that started on October 14 at the Emporio, has received great response from international and national buyers. The fashion fiesta saw presence of as many as 165 buyers within two days as it showcased a mélange of India's most creative fashion talent. Some of biggest, renowned and reputed buyers from across the globe thronged at the inaugural Delhi Fashion Week S/S 2009.

Speaking on the occasion, Sumeet Nair, Consultant, Delhi Fashion Week, said, "Delhi Fashion Week has received great response from the entire fashion fraternity and we are happy to be able to deliver what we had set out for. Delhi Fashion Week was envisioned as a cutting edge, crisp and more focused fashion event and the presence of 165-odd buyers is a testimony to its acceptance as the fashion forward event in the country. We are proud and pleased of the fact that Delhi Fashion Week has emerged as a more streamlined platform for national as well as international buyers and media."

With only two days into the week, Delhi Fashion Week witnessed some of the best known Indian and International buyers. Showroom Romeo, AGAF Lambert + Associates, MC2, Marie Perron, Rendez-Vous (All France), Seibu (Hong Kong), Ulf Haines (Germany), Boon the Shop (Korea), Ovo Studio (Spain), Baycrews (Tokyo) are some of the biggest buyers across the globe who came visiting at the Delhi Fashion Week.

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With three more days and 13 more shows to go, Delhi Fashion Week is all set to be the must visit fashion event in the country for all national and international fashion audiences .

## **Delhi Fashion Week**

An innovative format to match the global standards in fashion, the *Delhi* Fashion Week will set new benchmarks for the Indian fashion industry and create greater opportunities for designers. The mainstay of the event is to bring the most creative talent to the forefront and make Delhi an important fashion destination. *Delhi* Fashion Week is organized by Prodigy Fashion and endorsed by the Fashion Foundation of India. To be held at the luxury destination in Delhi, Emporio, *Delhi* Fashion Week will feature a mix of the most renowned and emerging fashion talent in the country.

## **Fashion Foundation of India**

Fashion Foundation of India, the apex body of fashion, is a not for profit organization founded with a purpose of capacity building for the Fashion Design and Manufacturing Industry. It is set up 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 Foundation will work closely with designers to understand their needs and bottlenecks and endeavour to provide customized solutions and work towards marketing India as a 'design hub.'

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