

## **India's most creative talent to showcase at the Fashion Week at Emporio starting October 14, 2008**

**New Delhi, July 18, 2008:** *Picture this- an assemblage of the most creative talent, a showcase of inspired fashion, an exposition of the best from the fashion fraternity, all on one platform...* The much anticipated and talked about Fashion Week, a trade platform set to match global standards in fashion, will begin on October 14, 2008 to October 18, 2008 at the Emporio in New Delhi.

The fashion week will take place at the luxury destination, Emporio, and will be a fully tented outdoor showcase in line with leading international fashion weeks. It will showcase the collections of India's most creative designers selected by a distinguished jury comprising of experts from the industry. The selection procedure involved short listing India's top talent from a wide diaspora of designers from across the country. The short listed designers will be invited to show their collections at the Fashion Week at Emporio.

The Week will be organized and managed by Prodigy Fashion, an event management company that will specialize in fashion and lifestyle related events. To lead the company through its initiatives, Mr. Sumeet Nair, an experienced professional from the industry, has been hired in the capacity of a consultant, to guide the company at strategic and operational levels starting with the Fashion Week at the Emporio.

Speaking on his new role, Mr. Sumeet Nair, fashion consultant, said, "My effort has always been to strategically position India on the global fashion map. In sync with international practices where there are several simultaneous events during a week; Fashion Week to be held at the Emporio will showcase India's most creative talent during this Indian fashion fiesta. The thought behind this event is to aspire to consistently higher levels of organization, creativity, presentation and focus, thereby moving the entire fashion industry ahead, keeping in mind the feedback received from designers, buyers, media, and other industry stakeholders."

Prodigy Fashion will work closely with designers throughout the year to help them focus their collections, hone their marketing, sales and communication skills, and to help them present their collections in accordance with the best international practices.

Rohit Bal, who is amongst the confirmed leading designers showcasing at the Fashion Week said, "I am excited to be a part of the Fashion Week at the Emporio. I have complete faith in the management behind it and am confident that this event will benefit the fashion industry on the whole."

Leading designer Tarun Tahiliani, who is also on the list of participants at the Fashion Week at the Emporio, said, "The potential India has today in the business of fashion is astounding. We stand at the threshold of change and I am happy to be a part of this project. The Fashion Week at the Emporio will further enrich the fashion scenario in the country."

Gaurav Gupta, being a part of the event said, "Today there is a need to innovate if we want to go beyond the set standards and look at more creative, professional, and focused platforms to showcase our collections. I am supporting this Fashion Week as it will help grow the business of fashion."

Going forward the Fashion Week will be making key announcements as it prepares to present India its best talent on one single platform and take the fashion industry to the next level of growth and development.

For further information, please contact:

Tarundeep Singh  
Vitcom Consulting  
+91-9871119514

[tarundeep.singh@vitcomsulting.com](mailto:tarundeep.singh@vitcomsulting.com)

Siddharth Bijpuria  
Vitcom Consulting  
+91-9818552856

[siddharth.bijpuria@vitcomsulting.com](mailto:siddharth.bijpuria@vitcomsulting.com)