

Fashion Foundation of India promotes young talent

Gives grants to two of its young designer members participating at Tranoi

New Delhi, September 18, 2008: Fashion Foundation of India, the apex body of Fashion, has announced to extend support to the country's young creative talent in the form of grants as its first initiative. Fashion Foundation of India, found with a purpose of capacity building for the industry is committed to nurturing young talent and supporting them in their business initiative overseas.

Gaurav Gupta and Varun Sardana along with other eminent names like Tarun Tahiliani and Rohit Bal have been chosen to participate at the prestigious Tranoi fair by its organizers. Tranoi is a prestigious fair that is held every season in Paris after the Paris Fashion Week at three different sites. It is well-attended by eminent international buyers.

Speaking on the initiative, Meera Ali, Spokesperson, Fashion Foundation of India said, 'We are extremely proud of the young talent that has made a place for themselves in the list of eminent designers that have been chosen to represent India at Tranoi. We at Fashion Foundation of India think that such talent should be supported by some sort of assistance as participation to these fairs is an expensive proposition.'

Commenting on the same, Sumeet Nair, Founding Member of Fashion Foundation of India, said, 'Tranoi is a great opportunity for our designers to show at Paris. Fashion Foundation of India has clearly outlined in its mission statement on working towards the business interest of designers by helping them with various initiatives like grants and financial aid. We are happy that this season the foundation has decided by consensus that the members of FFI participating at Tranoi should be supported in the form of grants.'

This time, the Tranoi fair will have India as the theme. To be titled Made in India, the fair will have an Indian pavilion from October 2 to October 5 and then from March 2 to March 5.

Gaurav Gupta, one of the participating designers said, "Tranoi is a very comprehensive platform for contemporary global design and I am excited to be a part of it. I feel the FFI will help streamline talent and focus on the most progressive in fashion."

Varun Sardana, the second designer to receive grants on being invited by Tranoi, said, "The potential India has today in fashion is astounding. I am happy to be a part of this fair which, I feel, will boost India's profile as a modern design hub. This could be the opportunity I have been waiting for long now. Financial support from FFI is a great help, especially when it comes for participation in fashion fairs like Tranoi."

The India pavilion at the Tranoi Fair will see a comprehensive showcase of the country's culture and craftsmanship. Besides displaying their creations in clothing, designers are also free to include their artwork for instance, Manish Arora, will be doing an installation. Even artist-sculptor Subodh Gupta has been approached to add his touch to the artwork that will be on display.

For further information, please contact:

Tarundeep Singh
Vitcom Consulting
+91-9871119514
tarundeep.singh@vitcomsulting.com

Siddharth Bijpuria
Vitcom Consulting
+91-9818552856
siddharth.bijpuria@vitcomsulting.com