

~Fashion has a new name ~

Delhi Fashion Week
October 14th-18th at the Emporio

www.delhifashionweek.com

Creative, Luxurious, Cutting edge... welcome to Delhi Fashion Week, the most awaited and talked about Fashion Week in the country.

With a firm resolve to turn Delhi into an important fashion destination, Delhi Fashion Week will be showing the Spring Summer 2009 collections of approximately 30 highly creative designers over five days from October 14th through October 18th 2008 at the Emporio, Vasant Kunj.

Delhi 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 fashion destinations attracting amongst others, buyers, agents, media and trade. The name Delhi Fashion Week follows the international practice of christening the fashion week event after the name of the city in which it is being held. The Delhi Fashion Week plans to enunciate the immense design creativity and talent available across India, matching and possibly surpassing the best international standards. The event will mark the renaissance of fashion in India.

An innovative format, the Delhi Fashion Week will set new standards for the Indian fashion industry and create greater opportunities for designers. This streamlined event's focus is to bring only the best of creative talent to the forefront.

The format of the Delhi Fashion Week is based on feedback received from buyers, eminent people from within the industry, media, international agents and the designers themselves. It addresses the need of a "fashion forward" event which can be more creative and focused. The Delhi Fashion Week at the Emporio will have talent that has been stringently selected by an extremely eminent and credible jury. The Fashion Foundation of India will work closely with the participating designers to enable them to best present their creativity and talent to buyers, media, and the world.

Delhi Fashion Week has launched its beta website, www.delhifashionweek.com to provide a window into every aspect of the event.

For further information, please contact:

Tarundeep Singh
Vitcom Consulting
+91-9871119514

Siddharth Bijpuria
Vitcom Consulting
+91-9818552856

tarundeep.singh@vitcomsulting.com
siddharth.bijpuria@vitcomsulting.com