

Delhi Fashion Week auditions:
It's all about attitude!

New Delhi, September 2, 2008: The much awaited and talked about fashion event in the country, Delhi Fashion Week, to be held from October 14th-18th, organized auditions for male and female models in New Delhi today. The auditions lasted almost the entire day and were organised to identify talent with attitude along with flair and oomph to walk the ramp for some of the most creative talent showcasing at the Delhi Fashion Week.

The auditions, open to all models in the country, were spearheaded by an eminent jury comprising of members from the fashion and media industry. Fashion designers Rohit Bal, Varun Sardana, Aparna Chandra and Hemant Sagar; Fashion Photographers Vishesh Verma and Hemant Khandelwal, Fashion Stylists Jojo and Yatan Ahluwalia; and model Sonalika Sahay will shortlist 10 male and 10 female models for the Delhi Fashion Week Spring Summer Collection 2008.

Speaking on the occasion, Meera Ali, Spokesperson, Fashion Foundation of India (FFI), said, "The Fashion Foundation of India intends bringing together leaders from across sectors to help grow the fashion and design industry in India as well as overseas. The foundation will play a vital role in promoting designers, textile manufacturers, accessories manufacturers, models, makeup artists, hair stylists, choreographers and the fashion media. The auditions are not only a part but a driving force for the Delhi Fashion Week in launching the faces of tomorrow and establishing a fresh new model talent pool."

Sumeet Nair, Consultant, Delhi Fashion Week, elaborating on the day's auditions said, "The 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. The event will mark the renaissance of fashion in India. Today we have organized auditions to discover the best model talent and work with them as partners on this path of growth for the industry."

The final list of selected models will be announced closer to the event.
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 some of the renowned designers like Tarun Tahiliani, Rohit Bal, Anamika Khanna, Meera Ali, Raghavendra Rathore among others.

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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