

Delhi Fashion Week to combine luxury with creativity

Luxury and creativity will be exhibited in full throttle at the inaugural edition of the Delhi Fashion Week (DFW) that starts at the Emporio Mall here Tuesday, bringing together an eclectic mix of designers ranging from industry top-notches to emerging youngsters.

Organized by the newly created Fashion Foundation of India (FFI), the five-day DFW will run parallel to the premier Wills Lifestyle India Fashion Week (WIFW) to be staged at the Pragati Maidan exhibition complex Oct 15-19.

'This event is a combination of luxury and creativity that will provide a platform for designers to showcase what they have always believed in,' said fashion impresario Sumeet Nair, a consultant to the DFW.

'The aim of this event is not just to focus on designers who have already made a mark, but to create and promote a young pool of talent. It is all about how good and creative you are,' Nair told IANS.

The event will feature five shows a day starting at 1 p.m., except for Oct 15 when there will be just four shows and Oct 17 when there will be three shows due to Karva Chauth - a day on which Hindu wives fast for the wellbeing of their husbands.

Like WIFW, the event has two Main Show Areas (MSA), a lounge and an exhibition area. The event will feature 33 designers, of whom 22 will showcase on the ramp and 10 will display in the exhibition area.

The event will see established designers like Anamika Khanna, Raghavendra Rathore, Rohit Bal and Tarun Tahiliani showcasing their lines in company with upcoming talent like Abhijeet Khanna, Alpana and Neeraj of label Azara, Jason Anshu, Atsu Sekhose, Gaurav Gupta, Lecoanet Hemant, Malini Ramini, Meera Ali, Preeti Chandra, Priyadarshini Rao, Rahul Reddy, Rajvi Mohan, Savio Jon, Sonam Dubal, Varun Sardana, and Vineet Bahl.

The accessory designers who will also be part of the event are Alecca Carrano, Amrita Hans, Bai Lou, Curio Cottage, Meera Mahadevia, Nivedita Swarup, Peachy Bawa, Pashma, Yasmine Rana, Nivedita and Deepti Sudhindra.

'The preparations for the fashion week are going on in full swing. I am all geared up to showcase my vision and am hopeful of attracting buyers with my line,' said designer Gaurav Gupta.

As the event clashes with the WIFW, many believe this was deliberately done to draw attention away from what has emerged as India's key business-to-business event for the fashion industry - but Nair vehemently disagrees.

'We are basically looking at the international model. Every international fashion week has many events running parallel to the main event,' he explained.

'The whole idea of this event is to make India a fashion destination. We believe in getting designers from all over the country who are young, talented and creative. The event will definitely see new buyers. It will be a win-win situation for both fashion weeks,' Nair maintained.

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