

## 15 shows, 40 exhibitors at India's first men's fashion week

Designers are queueing up to participate in the first Van Heusen India Men's Week (VHIMW) here in September that will feature as many as 15 shows and 40 stalls to display fashion wear and accessories under one roof, it was announced here Wednesday.

'As of now, we haven't decided on the designers, but all those who want to participate should send in their applications and the jury will decide who all will showcase and who will be given stalls to exhibit their work,' event organiser Fashion Design Council of India's (FDCI) president Sunil Sethi told IANS here.

'There will be a transparent jury that won't be biased and very soon we will come up with the list of the designers,' he added of the Sept 11-13 event at the The Grand hotel in Vasant Kunj.

Sethi along with the FDCI's board members, eminent designers like J.J. Valaya, Varun Behl, Rohit Bal among others and top honchos from event sponsor Van Heusen unveiled the VHIMW logo at a press conference.

'I am a bit nervous today because we are unveiling the brand new property that everyone wanted. While I was unveiling the logo, I was getting goosebumps. After all, it is a long cherished dream that has finally come through,' Sethi maintained.

'Men are active participants and contributors to the growth of fashion today. They have moved beyond deciding their favourite colour of ties and socks to actually cultivating loyalties for designers and lifestyle brands,' Sethi explained.

'We aim to give menswear designers a structured impetus and a much needed platform to tap this potential of men's fashion in India,' he added.

FDCI has signed a three-year contract with fashion brand Van Heusen for the event.

Talking about the partnership, Van Heusen COO Shital Mehta told IANS: 'This is a logical extension and through this partnership, we are looking at long-term benefits. We bring international trends to India and our designers blend Indian trends with the international fashion scenario.'

'This proves that we compliment each other. This partnership will last long,' he added.

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