

## Three designers to present grand finale of men's fashion week

Designers Ashish Soni, Rohit Gandhi and Rahul Khanna of the label Cue will present the grand finale of the first Van Heusen India Men's Week (VHIMW) here Sep 11-13.

The three-day business-to-business event would be a one-stop-show for men's wear and accessories and will take place at the Grand Hotel in Vasant Kunj with 28 designers participating in it.

While Soni's design for the finale promises to be both modern and experimental with a strong trend on narrow draped trousers, short jackets with sharp cuts, the collection by Rohit Gandhi and Rahul Khanna will revolve around the concept 'Hypernature' - a phenomenon caused by the industrialisation of human culture.

Talking about his collection, Soni said: 'The garments are body hugging, very fitted, short and sharp. The collection is in three main colours - black, charcoal and white - with hints of blue and is custom made for the experimental man.'

The designers' exclusive lines are created for Vdot by Van Heusen and will retail out of Van Heusen and Vdot stores in the beginning of next year.

'These three are among the most sought after designers in India, well known for their excellence in design and clothing construction. They will bring to the audiences signature lines that are flawless and showcase the best of fashion for men,' Fashion Design Council of India (FDCI) president Sunil Sethi said in a statement.

Talking about the grand finale designers, Van Heusen COO Shital Mehta said: 'We are confident that their lines will bring together the best of contemporary design and practical fashion and more importantly make it accessible to a larger set of our consumers.'

'With the best fashion designers across the country showcasing their exclusive men's line for the first time at VHIMF, we are certain the event will raise men's fashion to a new level,' he added.

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