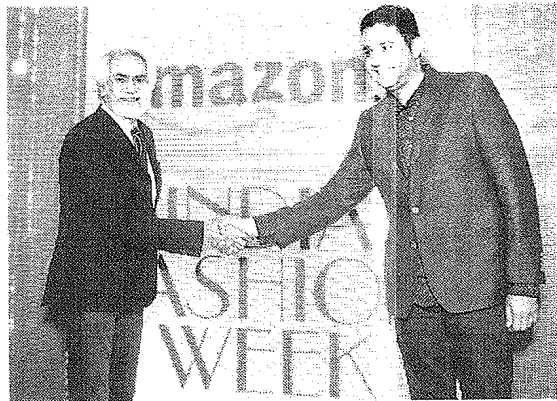


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FDCI president Sunil Sethi & Amazon India fashion head Vikas Purohit make it official.

Amazon replaces Wills on the big ramp

By **Radhika Bhalla**

THERE is a new player on the block for FDCI (Fashion Design Council of India) and its prominent fashion event, the India Fashion Week. In a major statement by India's apex fashion body on Thursday, e-commerce portal Amazon India was announced as the title sponsor for the mega style event.

Fashion enthusiasts will recall that Wills Lifestyle was the erstwhile sponsor of the (Wills Lifestyle) India Fashion Week for close to a decade, before giving way to what will now be called the

Amazon India Fashion Week (AIFW).

Commenting on the new sponsor, FDCI president Sunil Sethi stated, "Since we are also celebrating our silver jubilee (25 years) this year, there couldn't have been a better moment for welcoming a new title sponsor for India Fashion Week. With *Amazon.in*, we have an association that is committed towards building a robust alliance and solid workable business module—one that is aligned with FDCI's long-term vision of amplifying the business of fashion."

Amazon India fashion head Vikas

Purohit, meanwhile, said, "We have the opportunity to partner with designers and brands to leverage the power of technology and provide unique experiences for customers across India and globally. Amazon Fashion is already among the top three categories on Amazon.in."

FDCI board members Gautam Rakha, Aneeth Arora, Rohit Bal, J.J. Valaya, Pankaj Ahuja and David Abraham among others were in attendance for the major announcement on Thursday.

The first edition of the AIFW will be held from March 25-29 in New Delhi.

STARS DESCEND FOR ONLINE FASHION WEEK



Kay Kay Menon looks suave in a Rahul Singh ensemble (top left); designer Nitya Bajaj brings *desi* blogger community to walk the ramp for her at the fashion do (above).

By **Radhika Bhalla** in New Delhi

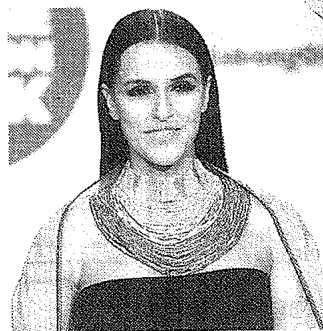
IN ITS second season already, Jabong Online Fashion Week managed to create a buzz with a celeb-studded preview at The Grand hotel in the Capital on Wednesday.

Based on the concept of an online shop-able fashion event sans the FROW fracas, the event is aimed at promoting young and upcoming designers. The event can be caught on Jabong's official website from February 12-17. Garments showcased at the event will also be available for sale on the website.

Humshakals babe Esha Gupta walked as the showstopper for Jaya Misra's collection of summery gowns in a fitted pink lace, mesh and satin sleeveless number. The actress told MAIL TODAY, "I think this is a cool concept since the Internet has a wider reach."

Kalki Koechlin walks the ramp for Niharika Pandey wearing an incomplete map of India which left out PoK and Aksai Chin

Taking a cue from the flirty summer style, actress Kalki Koechlin was a pretty vision in a strapless dress by Niharika Pandey. Designer Poonam Bhagat, meanwhile, took inspiration from art, drapes and embroidery with her show for which fashion diva Neha Dhupia walked

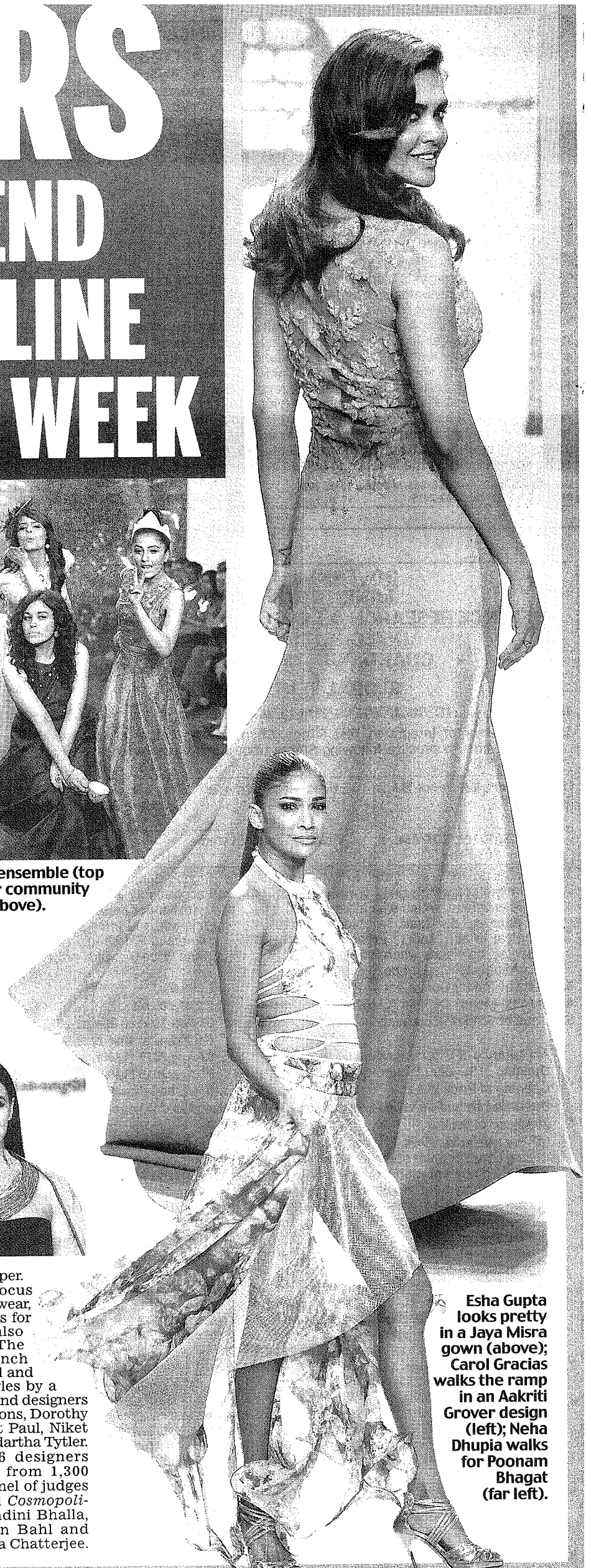
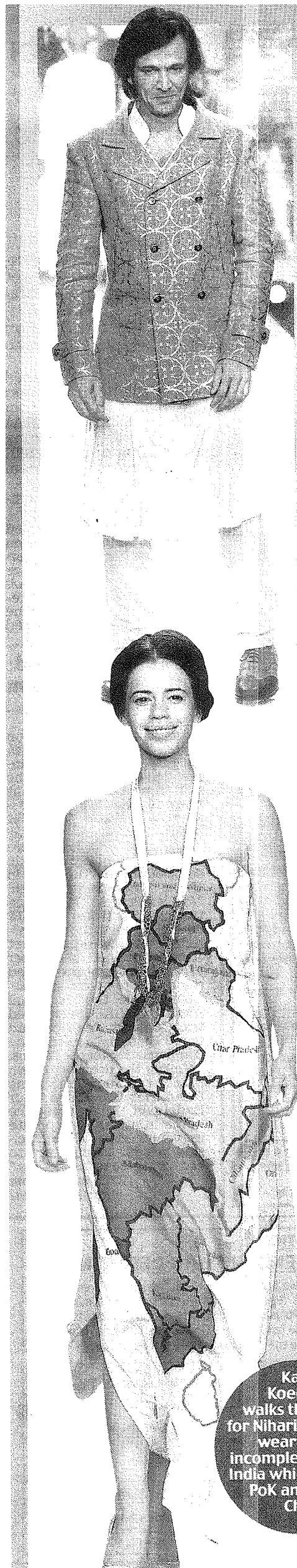


as the showstopper.

While major focus was on womenswear, a few collections for men were also showcased. The day-long launch saw both casual and semi-formal styles by a host of brands and designers such as Pantaloons, Dorothy Perkins, Sougat Paul, Niket Mishra and Siddhartha Tytler.

A total of 16 designers were selected from 1,300 entries by a panel of judges which included *Cosmopolitan* editor Nandini Bhalla, designer Varun Bahl and model Noyonika Chatterjee.

Esha Gupta looks pretty in a Jaya Misra gown (above); Carol Gracias walks the ramp in an Aakriti Grover design (left); Neha Dhupia walks for Poonam Bhagat (far left).



Riot of colours at Dastkar Basant fest

Staff Reporter

NEW DELHI: With the city getting warmer and heavy woollens finding their way back into the bed box, the time has come for fashionistas in the city to head out and shop for a brand new spring-summer wardrobe.

Coinciding with the change in season is the Dastkar Basant Festival, that has a number of stalls selling garments made from cotton and other light fabrics that have been embellished with work done by traditional artisans. A number of women from Ethiopia too have set up shop this time.

Handloom weaves like mashaewari, kota, ikat and bandhini, along with block-printed textiles in Ajrakh, Bagru and Dabu styles are also available. Fabrics embellished with regional embroideries like ari, Sindhi, lambani, sozni and appliqué are also up for grab.

Each garment has a story behind it and those selling the product will most likely inform the buyer about the special work done to make it or the people's lives one can change by making the purchase. The beautiful *kurtas* being sold at the stall by the Laksh Founda-



FLAVOUR OF THE SEASON: A shopper at the Dastkar Basant Festival. – PHOTO: MEETA AHLAWAT

tion not only make one look nice but help a group of women trying to rebuild their life.

Among products available are *kurtas*, *dupattas* and wall hangings made using rogan fabric art, done using castor oil and natural pigments. A descendent of one of the original families involved in this style of painting for over 300 years is present at

the stall to explain the process.

A food court selling home-cooked delicacies — from *bajra rotis* made on a *chullah* by Rajasthan nomads to *kadi-chawal* and *biryani* — has also been set up. The festival is on till February 23 at Nature Bazaar, Kisan Haat, Andheria Modh, near the Chhatarpur metro station from 11 a.m. to 7 p.m.