



LFW summer-resort 2015 marks the celebration of handloom and young designers, writes **Nivedita**

Since the past 15 years, the Lakme Fashion Week has been promoting India's rich handloom culture and giving a worthy platform to budding designers. The summer-resort edition of the fashion gala, which concluded on Sunday, was again a step forward in that direction.

LFW's role as a platform for promoting young and budding designers was quite visible on the opening day of the summer-resort 2015 edition on March 18, when some fresh faces showcased their unique creations under out-of-the-box themes.

Mentored by ace couturier Anita Dongre and presented by INIFD, the 19th edition of the Gen Next show witnessed collections that were a fabulous mix of creativity, style, innovation. Some of those who impressed with their creativity were Alan Alexander Kaleekal, Ankit Carpenter, Kanika Goyal, Manish Bansal, Priyanka Ella Lorena Lama and Salita Nanda.

Besides earning the audience applause, these designers struck a chord with the buyers.

"The overall response from the buyers and international stores has been extremely positive for us. We have opened conversation with a number of them. We got enquiries from Aza, Malgaadi, Ogaan, Creo, Minerali, Amaara, Vyoom, Solo Look, Sade and Iness," Karan Berry and

Leon Vaz of the label Karleo, told IANS.

Another designer, Farah Sanjana, who is four seasons old, said: "LFW has always been good in terms of business. This season, too, I have got an incredible response. National and international buyers have loved my clothes and have placed orders from US, Dubai and London."

As many as 163 registered buyers – 43 international and 120 Indian – were present at LFW.

The progress has been immense, said Purnima Lamba, head of innovation at Lakme, the event's title sponsor.

Sharing the journey of completion of LFW's 15-year journey in the Indian fashion industry, Lamba said: "I think we have made a lot of progress from the day we began. As a start-up, we knew that we would be defining the future of fashion. So, whether it's Gen Next show or Indian Textile Day, we made sure that we are setting a benchmark."

LFW dedicates a day to Indian textiles each time. And on day two of the gala this time, the organisers felicitated designers promoting use of textiles.

The day started with prominent designers Raghavendra Rathore, Sabyasachi Mukherjee and Anita Dongre being lauded by Textile Commissioner Sajay Kumar Panda for their continuous contribution to

promote Indian textile and handloom. Discussions were also held on how they can be popularised as a new style statement among fashion-conscious youth.

This was the time when Mukherjee, one of most influential names in the world of fashion, appealed to all corporates in India to set aside a day for Indian wear. He said it would be great if Indian youth could wear textiles and bring about a revolution. What followed in the remaining days was a display of various silhouettes by a plethora of designers.

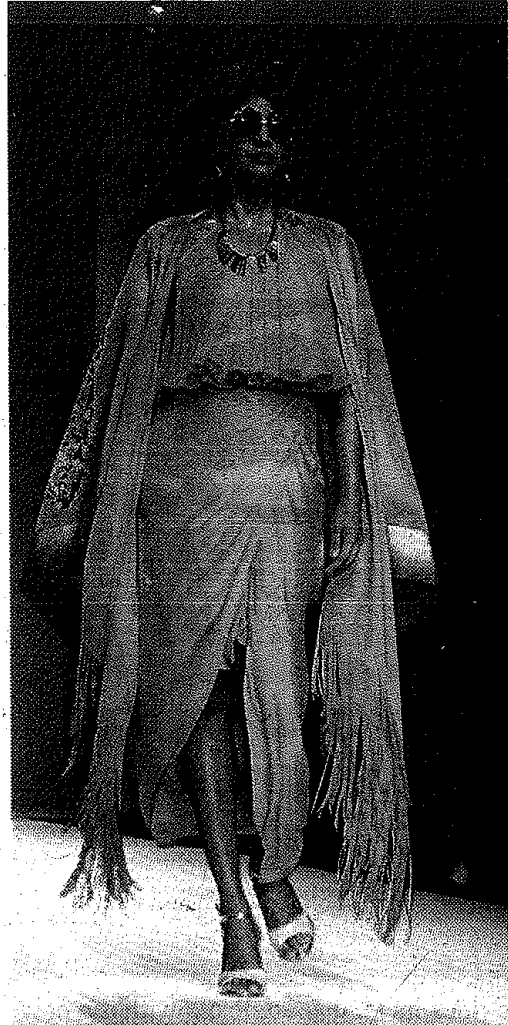
A total of 83 designers participated in the just-concluded edition of LFW. Apart from emerging and young designers, there were also some of the stalwarts who promoted India-inspired fashion on the runway. The names included the likes of Raghavendra Rathore, Tarun Tahiliani, Wendell Rodricks, Kiran Uttam Gosh, Krishna Mehta, Manish Malhotra, Suneet Verma and Shivan & Narresh.

Not to miss, there were also two international names. While German lifestyle clothing company Tom Tailor showcased casual and uncomplicated clothing, designer Natalie Jolliffe of brand Miss Bennett London offered a mix of ensembles for the fashion forward young women, looking for a distinct style statement. – IANS

15 करोड़ कुशल कामगारों की 2022 तक पड़ेगी जरूरत

नई दिल्ली (ब्यूरो)। भारतीय अर्थव्यवस्था की बढ़ती विकास दर को देखते हुए वर्ष 2022 तक देश के विभिन्न क्षेत्रों में 15 करोड़ कुशल व प्रशिक्षित श्रमिकों की जरूरत होगी। इस लिहाज से भारत में कुशल विकास के क्षेत्र में निवेश की असीम संभावनाएं हैं।

देश के 20 से अधिक मंत्रालय कुशल श्रमिकों की कमी को दूर करने के काम जुट गए हैं। इनमें वस्त्र मंत्रालय, एमएसएमई मंत्रालय, ग्रामीण विकास मंत्रालय, सामाजिक न्याय व सशक्तीकरण मंत्रालय, सड़क परिवहन व राजमार्ग मंत्रालय, कृषि मंत्रालय, खाद्य प्रसंस्करण उद्योग मंत्रालय, स्वास्थ्य व परिवार कल्याण मंत्रालय, भारी उद्योग, मानव संसाधन विकास, सूचना प्रौद्योगिकी, पर्यटन मंत्रालय शामिल हैं। हर मंत्रालय अपने क्षेत्र में कुशल कारीगर व श्रमिकों की कमी को दूर करने के लिए विभिन्न स्कीमों के तहत प्रशिक्षण कार्यक्रम चला रहे हैं या जल्द ही इसकी शुरुआत करने जा रहे हैं।



Models display the creations of designer Rajesh Partap Singh (extreme left and second from left) and designer Nikasha during the Amazon India Fashion Week at Pragati Maidan, New Delhi, on Wednesday.

— BUNNY SMITH

Haunting images steal the 1st show

DIPTI MUDALIAR
NEW DELHI

Ace designer Rajesh Pratap Singh, who opened the Amazon India Fashion Week Autumn-Winter 2015 on Wednesday, used haunting imagery of a hospital ward along with nurses, beds and drips to showcase his monochromatic collection.

As focus was on the daunting hospital beds, masks, black and blood red colours, the overwhelmingly ambitious show somewhat lost direction and the clothes did not get to be the star attraction of the show.

High-decibel live performance by Grain, Karsh Kale and Ankur Tewari accompanied the models on the catwalk.

The collection, however, was chic, wearable, neat and splendid. As models hysterically enacted sudden deliber-

ate mid-ramp falls and fits, Rajesh Pratap Singh showcased sheath dresses, pleated skirts, built-up necklines, boat necks and kimonos in leather and wool with a graphic play in ikats, checks and stripes.

The hand-woven garments were made with "suture seams" that are primarily used during surgeries — a commendable effort.

Black blood morphing into polka dots, several colour blocking touches on garments along with Zaha-inspired architecture heel, accentuated the entire line.

"This collection has been inspired by my experiences from the past. It is about health workers and hospitals. Hospital is a place where we come from and where we finish off. That was the idea behind the clothes," Rajesh Pratap Singh said after the show.

After the overpowering first show, it was time for designers Nikasha and Payal Singal to showcase their designs.

Nikasha's show was a mix of Anglo-Indian roots depicted in fabrics such as zardozi, primarily in yellows and reds and Payal Singhal presented *A French Love Song*.

Nikasha's show was titled *Ruby* and she took inspiration from Loulou de La Falaise while Payal's show was easy on the eyes with her choice of unusual colours such as powder blue, grey lavender, rose blush, pale green and pale grey depicted in a variety of silhouettes like embroidered rouched and tiered lehenga, off shoulder cholis, full circle skirts, khaftana, lace cropped tops, overlay pants, bustier, cropped choli, saris and more.

MNS: Fashion shows not in our culture

AGE CORRESPONDENT
MUMBAI, MARCH 25

The Maharashtra Navnirman Sena (MNS) has said that fashion shows are against Indian culture. Slamming the Brihanmumbai Municipal Corporation (BMC) for allowing a fashion show at the Bhau Daji Lad Museum, Byculla, it has said the civic body should not allow such events to be held in its premises.

Corporators across party lines made a scathing attack on the civic administration and municipal commissioner Sitaram Kunte in the civic standing committee on Wednesday for allowing a fashion show at the Bhau Daji Lad Museum. The fashion show was scheduled to be held at the museum on Sunday, but was shifted to another venue at the last minute after some people vandalised the museum protesting against the show.

Mr Kunte had defended the fashion show at the museum, saying the museum authorities did not need to take BMC's permission to hold the event in the premises.

Raising the issue in the standing committee, MNS group leader Sandeep Deshpande said, "Such fashion shows are not our culture and they should not be held at BMC properties. The museum belongs to the BMC, which has given it to the Jamnalal Bajaj Foundation to manage. However, the foundation did not take BMC's permission for holding the fashion show at the museum."

Mr Deshpande also criticised the civic chief for supporting the foundation on the fashion show.

"The commissioner recently had said Aarey would turn into Dharavi if not developed. Then he alleged corporators are taking bribes from the slum adoption scheme groups. He should get himself get checked by a psychiatrist at KEM Hospital for the kind of statements that he has been making."

Mr Deshpande was supported by members of the

Samajwadi Party, NCP, Congress, Shiv Sena and BJP on the issue.

"In the name of cultural events, fashion shows and cocktail parties are being held in the BMC museum and this is not acceptable," said Rais Shaikh, Samajwadi party group leader.

The standing committee members have demanded an explanation from the commissioner over the issue at the next meeting.

● Regional fair

Bihar's culture, heritage wins Dilli heart

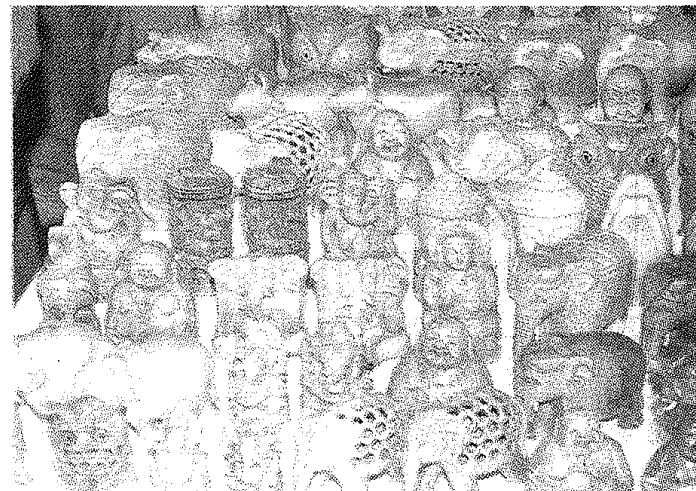
The vibrant Madhubani paintings, delicious litti-chokha and carved Buddha sculptures can be associated with the state of Bihar. Associated with knowledge in the past, this East Indian state is now better known for its handicraft. This is available aplenty at the ongoing 'Bihar Utsav 2015'.

On the occasion of 103rd Foundation Day of Bihar, the Department of Industry, Government of Bihar is organising a festival to celebrate the rich heritage of the state and present its culture to the rest of the country. Though the focus is on tourism, tradition, art and culture of Bihar, the exhibition-cum-sale of handloom (from this region) is attracting a lot of the visitors.

Handcrafted mainly by women artisans of Bihar, these products are displayed at around 20 stalls but the main attractions remain fabrics and apparel in Bhagalpuri silk, Madubani paintings and bed sheets of Basman Bigha. Amidst these, the wooden art by Dhiraj Verma has wooed many a visitor to his stall. This artisan from Gaya is quite popular in his state due to his

wood art. Humble and self-effacing, Verma gives all the credit to Upendra Maharathi Shilp Sansthan for promoting his art in India as well as abroad. His recent creations include 400 pieces of 'Thinking Buddha' for the International Buddhist Conclave and 160 pieces of Mahabodhi Temple for the centenary celebrations of Patna High Court.

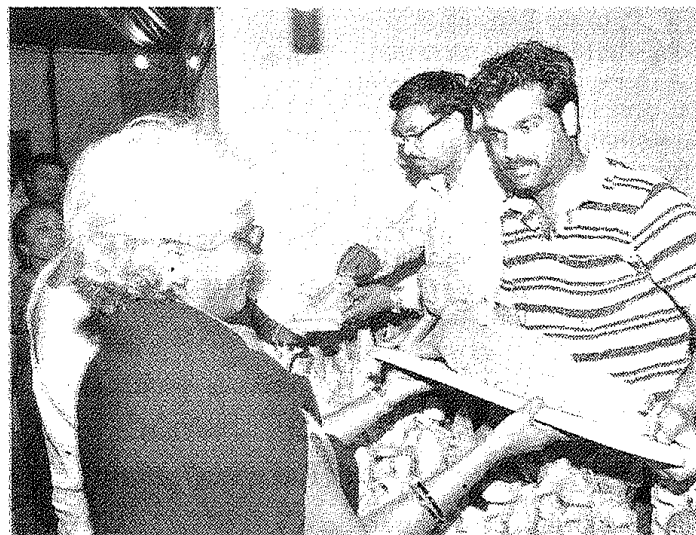
"We collect gamhar, kema and other woods from Varanasi, Assam and Nigeria to make these sculptures," says Verma, emphasising that



all these pieces are handmade. "The price range is between Rs 100 and 25,000," he informs showing a huge, supine Buddha which is priced at Rs 25,000.

During the festival, the Foundation Day of Bihar was also celebrated at the venue. Amidst the presence of dignitaries, the cultural evenings set in motion too with 'Tourism, Tradition, Art & Culture and Ambience of Bihar' chosen as the theme of the festival.

After enjoying the rich performing arts, the visitors are



QUEUE UP Customers stand in line to buy wooden artwork made by Dhiraj Verma.



COLOURFUL Handloom and handicraft from Bihar on display at Bihar Utsav at Dilli Haat, INA.

indulging themselves in traditional delicacies from the region and shopping for ethnic handicrafts, silk fabrics and Madhubani paintings. A

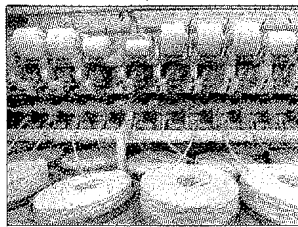
food court featuring a special menu of mouth-watering dishes from Bihari cuisine such as *litti-choka*, *son papdi* and *makhana kheer*

make the place a perfect shopper's paradise! *Bihar Utsav is ongoing at Dilli Haat, INA till March 30.*
DHNS

New strategy to boost textile exports soon

NEW DELHI: The Commerce Ministry will soon unveil a strategy paper on ways to enhance competitiveness of textile exports. The issue was recently discussed in a meeting in the ministry.

“Competitiveness of Indian textiles exports is going down. Countries including Sri Lanka and Turkey are more competitive in the sector. The ministry is considering to bring out its own strategy paper for the sector,” a senior official in the ministry said. Textiles Ministry, too, is in the process of rolling out a



National Textiles Policy, which aims to achieve \$300 billion exports by 2024-25 and envisages creation of additional 35 million jobs.

The ministry's move, to bring out the strategy paper,

assumes significance as the country's exports are in the negative zone since December 2014. Textiles exports account for over 10 per cent in the total outbound shipments and the ministry is taking every step to boost the shipments.

Falling for the third straight month, exports declined steeply by over 15 per cent to \$21.54 billion in February.

India's cotton exports have declined as its biggest market China had changed its policy on cotton imports.

According to a report, India

— the world's second-biggest producer of cotton — is likely to export 7.69 million bales of the fibre in 2014-15 marketing year (August-July), down by 35 per cent from last year due to sluggish demand from China.

The government is expected to announce some incentives for the textiles sector in the foreign trade policy, which is expected to be unveiled in the second week of next month.

In February, textiles exports grew by about 9 per cent to \$1.53 billion.

PTI

STRATEGY PAPER TO BOOST TEXTILE EXPORTS

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PTI

कपास की 2.70 लाख गांठ बाजार में उतारी

नई दिल्ली। सरकारी उपक्रम भारतीय कपास निगम (सीसीआई) ने बुधवार को कहा कि उसने इस वर्ष अभी तक ई-नीलामी से खुले बाजार में कपास की 2.70 लाख गांठ जारी की हैं। सीसीआई ने उस कपास को बाजार में उतारा है, जिसे वह अक्टूबर 2014 के बाद से समर्थन मूल्य पर किसानों से खरीदता रहा है।



Ranjit Kumar

FREEZE FRAMES OF A DUCHESS' GRANDEUR:

In this season of fashion in the capital, designers Shantanu and Nikhil Mehra presented a haute couture unveiling of their latest collection through an installation-like set featuring 23 mannequins, all depicting the opulent style of a duchess. For more, SEE PAGE 5

HC Rules in Favour of Siyaram Silk Mills in Dispute over Use of Name

Asks Bhilwara co Shree Siyaram Fab not to use 'Siyaram' on its goods in any manner

Maulik.Vyas@timesgroup.com

Mumbai: In a relief to Siyaram Silk Mills, which owns premium brands like J Hampstead and Oxemberg, the Bombay High Court has barred another identically-named firm from using the word 'Siyaram' in any manner on its goods, including suitings, shirtings or other clothes as a monogram or otherwise.

The ruling is significant to the textile industry, as it clarifies the distinction between rules laid down by the ministry concerned and infringement of someone's intellectual property rights (IPRs).

Mumbai-based textile manufacturer Siyaram Silk Mills, in a case filed in 2011, sought the intervention of the court where Bhilwara-based firm Shree Siyaram Fab (SRF) was also using the name 'Siyaram' for its textile products.

According to Siyaram Silk Mills, in August 2011, it came across the defendant's advertisement in a newspaper, and in October 2011, approached the court for relief. However, in its defence, SRF argued that it is mandatory to mention the name of the manufacturer on the goods under the textile trade, and also according to a public notice issued by the textiles ministry.

However, the court while ruling in Siyaram Silk Mills' favour, observed that the law requires companies to be stamped at the end of the fabric with markings, including the name of the manufacturer. "It would be one thing for the defendant to show the markings, including their name as required by the law, and quite another to run the name, including the word 'Siyaram' along the whole length of the selvage of the fabric by monogramming it," said Justice SC Gupte in his order. "The monogramming of the cloth, thus clearly amounts to infringement and passing off the same is certainly not the requirement of law."

The skinny on linen, no skinny fits please

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Raymond announced their exclusive range of linen wear with a fashion show in Goa on March 8 by the Bambolim waters. Actor Randeep Hooda was the showstopper at the event. But the real star of the show was Delhi-based designer Suket Dhir. Dhir and his team of seven tailors put in 16-hour days to churn out nearly 200 garments in 20 days for the fashion show.

"I pulled it out of this hat," Dhir said about meeting the daunting deadline, pointing to the brown bowler trilby on his head.

Black is cool

"Even in summer, black is a beautiful colour to wear in the evening. If you can do black in everything else, why not in linen? And the more you wash black linen, the better it looks. It gets this denimy, washed out look."

Keep it subtle

"My design ideology is less is more. So the process of elimination after a garment is ready is very important. I don't have to put 20 ideas and come up with one Titanic of a dress. It will almost always sink."



Randeep Hooda walks the ramp with designer Suket Dhir

The defining features of the collection were the quality of the fabric and the cuts, which were comfortable but not loose. And they certainly were not skinny, a fit that the soft-spoken Dhir has wearied of. Now that summer has arrived, the 30-something Dhir, regarded as a natural fabrics expert, spells out how he feels linen should be worn.

Keep it comfy

"As soon as you wear a fitted garment in linen, and you do a bit of a stretch, you will have a huge problem of seam slippage. And there is no solution for that. The only solution is to wear a relaxed fit. Relaxed does not mean loose, but comfortable. What you saw (in the clothes displayed at the show) was me screaming out loud, stop wearing narrow pants. Narrow started happening in 2005. It's about time we moved away from them."

Wrinkles are fine

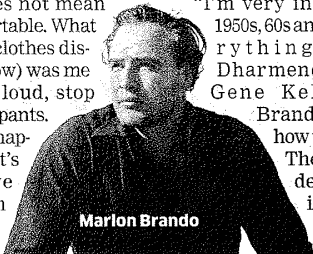
"People usually have a wrong approach to wearing linen at work. They think only the bosses can wear it. How can anyone else wear something crushed? But who says crushed can't be formal? A white linen shirt with the top button fastened looks formal enough. You don't have to wear a tie."

Matching is passé

"Going too safe is a blunder Indian men sometimes make. And matching. We shouldn't match anymore."

Vintage forever

"I'm very inspired by the 1950s, 60s and 70s. I love everything vintage. Dharmendra, Sinatra, Gene Kelly, Marlon Brando...they knew how to wear clothes. The 80s was a bad decade for fashion. But 80s with a tweak are awesome." •





Hush Puppies
leather loafers
₹3,999



Cornelliani
suede leather car shoes
₹43,000 approx



Fashionara.com F-Gali hand printed customised Barcelona slip-on shoes ₹1,899



Metro
leather loafers
₹3,690



Tresmode
leather loafers
₹10,000



Jack & Jones
slip-ons
₹1,995



Jude Law and Sidharth Malhotra take two different approaches to the sockless shoes look

Breathe free

Ditch the sock and treat your feet to a hassle-free experience with these shoes

sujata.reddy@timesgroup.com



Christian Louboutin
canvas sneakers
Price on Request



Hermès calf-skin loafers Price on Request



Tom Ford Chesterfield
crocodile tassel slipper in calf hair ₹70,000 onwards



Lifestyle suede slip-ons
₹2,299



Churchs sovereign velvet shoes available at **Heel & Buckle**
₹19,901



ownow.com jute loafers ₹999 onwards



Breakbounce camouflage high tops ₹2,099



Alberto Torresi
leather suede shoes ₹2,895



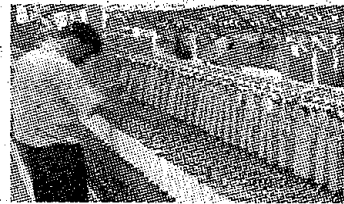
Ranveer Singh and Zac Efron smartly mix formal with casual with these sockless shoes

टेक्सटाइल निर्यात के लिए बनेगी नई रणनीति

अमर उजाला ब्यूरो

नई दिल्ली। टेक्सटाइल निर्यात के बिगड़ते हालात को देखते हुए वाणिज्य मंत्रालय टेक्सटाइल निर्यात के प्रोत्साहन के लिए अपनी तरफ से रणनीति दस्तावेज जारी करने जा रहा है। इस रणनीति दस्तावेज को टेक्सटाइल मंत्रालय की नई टेक्सटाइल निर्यात नीति में शामिल किया जा सकता है। टेक्सटाइल मंत्रालय की तरफ से जल्द ही नई टेक्सटाइल निर्यात नीति की घोषणा की जा सकती है। वाणिज्य मंत्रालय ने हाल ही में वस्तुओं के निर्यात की समीक्षा के दौरान यह फैसला किया है।

वाणिज्य मंत्रालय का मानना है कि कॉटन निर्यात, कॉटन टेक्सटाइल, रेडीमेड व मैनुमेड यार्न के निर्यात में बढ़ोतरी के लिए तत्काल रूप से कदम उठाए जाने की जरूरत है। वस्तुओं के निर्यात की समीक्षा के

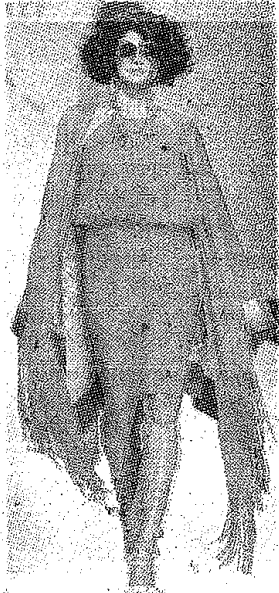


● जल्द ही रणनीति दस्तावेज पेश करेगा वाणिज्य मंत्रालय

दौरान वाणिज्य मंत्रालय ने यह महसूस किया कि अंतरराष्ट्रीय निर्यात बाजार में भारतीय टेक्सटाइल मुकाबले से बाहर हो रहा है। यहां तक कि भारतीय टेक्सटाइल टर्की व श्रीलंका से भी मुकाबला नहीं कर पा रहा है। बांग्लादेश टेक्सटाइल के निर्यात में पहले से ही भारत से आगे निकल चुका है और भारत को कड़ी टक्कर दे रहा है। इस साल फरवरी में कॉटन यार्न फैब्रिक्स, मेड-अप्स व हैंडलूम उत्पाद के निर्यात में 1.27 फीसदी की गिरावट दर्ज की गई। वहीं मैनु मेड यार्न व फैब्रिक के निर्यात में 7.49 फीसदी की गिरावट रही।

इंडिया फैशन वीक के 25वें पड़ाव में होंगे 25 शो

नई दिल्ली (ब्यूरो)। रंग-बिरंगी लाइटें, परिधानों के अनुरूप संगीत की धुनें,



कैटवॉक करती मॉडल।

अलग-अलग थीम, नई तकनीकों व नए प्रयोगों के साथ एक बार फिर राजधानी में फैशन वीक शुरू हुआ। फैशन डिजाइनिंग काउंसिल ऑफ इंडिया (एफडीसीआई) के एमेजॉन इंडिया फैशन वीक की शुरुआत प्रगति मैदान में हुई। यह इस मायने में खास है कि वीक 25वें पड़ाव पर पहुंचा है। यह 25 तारीख को शुरू हुआ और इसमें कुल 25 शो होंगे। पांच दिवसीय फैशन वीक का समापन 29 मार्च को होगा।

पहले दिन जाने-माने डिजाइनर राजेश प्रताप सिंह ने ऑटम-विंटर कलेक्शन प्रस्तुत किया। डिजाइनर निक्शा व पायल सिंघल ने भी अपने परिधान पेश उतारों। उनके शो में अस्पताल का नजारा दिखा। डिजाइनर कविता भरतिया व अनु मोदी ने अपने कलेक्शन पेश किए। बॉलीवुड अभिनेत्री श्रद्धा कपूर रैंप पर तो नहीं, लेकिन एमेजन डॉट इन के लॉज में जरूर आईं। वह इस लॉज के उद्घाटन को पहुंची थीं। इस मौके

पर उन्होंने अपने नए कलेक्शन इमारा के बारे में भी बातें कीं।

Handloom, tourism revenue earners for Assam: Gogoi

GUWAHATI: Handloom and textiles together with tourism can be the biggest revenue earners and a great source of generating employment opportunities in Assam, Chief Minister Tarun Gogoi said on Monday.

"Handloom and textiles have together ensured women empowerment in Assam and without which no State or society can make progress", Gogoi said speaking at the closing ceremony of the two-day carnival 'Celebrating Assam' late last evening.

The weavers of the State have carved out a special

niche for themselves and the exquisite handloom and textile products have been the cynosure of all eyes, a government release today quoted Gogoi as stating.

"The colourful cultural mosaic of different ethnic tribes each representing a distinct culture gives the State a uniqueness of its own. Our weavers are artistic, talented and creative", the Chief Minister said.

"What they require is proper exposure and institutes like the North East Institute of Fashion Technology can be of help with their new and fresh ideas," he added.

Appreciating the efforts of the NEIFT for organising the event in association with the Assam Government, he hoped that in the following years the event would be staged on a larger canvas projecting the uniqueness of the State both within and outside the region.

Pointing out the State is known for its natural beauty, cultural richness and diversity, Gogoi said, "Celebrating Assam is a right platform to showcase our growth in textiles, tourism, culture, skill development and industry in the proper perspective". (PTI)

Itanagar to host NE Fashion Week

FROM OUR CORRESPONDENT

ITANAGAR, March 22: Emphasizing on the importance of promoting weavers across the state by introducing their outputs to the fashion world, the North East India Fashion Week-Itanagar Edition will be held here at Dree Ground from April 10 to 12, informed noted fashion designer Yana Ngoba here today at the Arunachal Press Club. The North East India Fashion Week's main objective would be to promote and support weavers, designers and craftsman of the region, and to empower women of Northeast by providing them a networking opportunity and by facilitating buyers for their products. The Itanagar edition of the fashion week will witness a workshop for weavers along with the fashion shows where networking opportunities for weavers with design houses, silk promoters and retailers to market their produce will be facilitated. Ngoba informed that at least 30 designers from Northeast and other designers of national repute are expected to present their creations during the three day event. Ten models from the state and other national and international models will walk the ramp showcasing indigenous designs. Bollywood actress and model Tanushree Dutta, Mr Universe 2009 Mahadev Deka, actress Rajni Basumatary will also walk on the ramp, said Yana.

FASHION

BARASAT TO BOLLYWOOD — SATARUPA PYNE TELLS t2 ABOUT HER BUMPY BUT EXCITING RIDE

At the t2 photo shoot in designer duo Dev and Nil's Remount Road studio, this didn't seem the same Satarupa Pyne we knew. Didn't she smile more? Look more confident and sure of where she was headed? What had changed for her in the last couple of years in Mumbai? Besides the big Bolly break of course (shhhh). The 26-year-old opened up to t2...

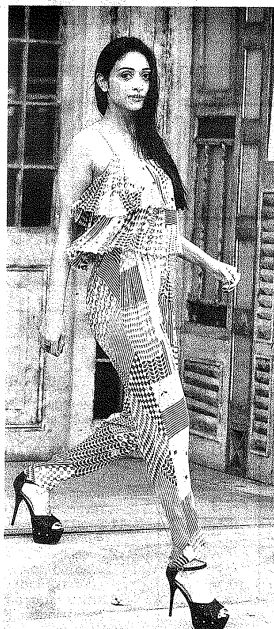
We are meeting you after a long time! Do you miss Calcutta at all? I miss everything about Calcutta. I know how I started... I miss that comfort zone. It's hard to recreate. Mumbai is cut-throat and professional. That city has taught me one thing... if you sit back and crib, there are too many things that you can crib about. So, I don't give myself that option. I try to get ambitious. The happiness that I get when I come to Calcutta... in fact I see a lot of difference in the way I smile. Whenever I am on that plane to Mumbai, I try to locate my house! You know there have been occasions when people disrespected where I was coming from, when I started out in Calcutta. That hurt. Now everyone is proud of me. I did not know how to pose. I just remember Shonal Rawat (Unish Kuri Glam Hunt mentor) twisting my hand in anger to make it perfect! I was embarrassed, but when I had learnt it, I did not give anyone any opportunity to point out any flaw.

From Barasat to Mumbai, tell us about your flight... I was impulsive. It was now or never. If I were to sit back and plan, it would never have happened. I would have had 1,000 options of why not to go. So, one fine day, I just left. I wanted to see why this thought of being in Bombay and trying something new was coming to me. Why Mumbai and not any other city?

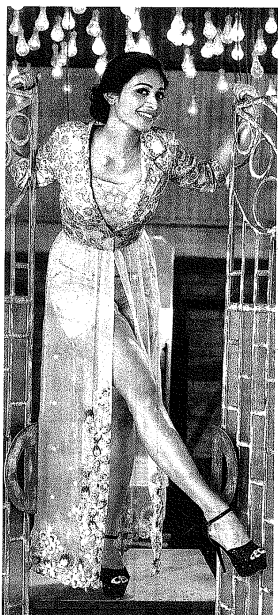
Modelling in Mumbai is a different ball game altogether. Did you take that chance because you wanted to break out of that comfort zone? Yeah, actually I wanted to. Not that I was looking to detach myself completely from Calcutta. Since 2010, I had worked extensively in Calcutta with almost every designer possible and touchwood, I was lucky... with good shoots. What was happening was I knew what was coming up next... it was becoming predictable and monotonous. I wanted to make it big nationally too. I wanted to test my potential. And trust me, I did not have Bollywood in mind when I left. I didn't want to have too many expectations when I left.

You didn't think you could act may be? I knew I could kill it with a shoot, but had no confidence in front of the moving camera... but it was destiny. I used to play volleyball and I have always had this sportsman spirit of taking up the challenge of doing something that you think you cannot do.

Were you happy with the kind of work you were getting because when we met you last year, you did



Dev and Nil picked out three "key pieces" from their spring-summer line for Satarupa. Look One is a patch-print crepe jumpsuit. Make-up pro Abhijit Chanda upped the girl-next-door style quotient with a "dewy look"—slight shimmer on the eyes, lots of mascara, peach blush and peachish-nude lip. Pictures: Rashbehari Das



A flowy script-print beige palazzos and cape-style asymmetrical top. A pop mouth and fresh eyes complete the look

Star sign: Libra... and I have 20 per cent of Virgo in me.

First break: Finalist at Unish Kuri Glam Hunt '08.

First national ramp walk: For Dev R Nil at Wills Lifestyle India Fashion Week in 2010.

Her kind of man: Not hot, but good. I cannot handle men who are too hot! They cannot get over themselves.

Relationship status: I am so single. I am always in love... (laughs). I don't have time for love and relationships but then you cannot plan it, can you? The one which lasted, made me halt for quite a while... nearly eight months (laughs). It's a big achievement! (Laughs)

Dream man: Richard Gere.

«A diva-ish crushed chiffon playsuit teamed with a sheer jacket with cutwork and threadwork. Adding glamour are those smoky brown eyes and a glossy mouth

not look too happy... I wasn't actually! It started very slowly and that was worrying me a lot. I was pampered in Calcutta. I did not expect that pampering, but it can be unsatisfying. I was very patient for six months. It was like creating your identity all over again. You can do nothing about it. I was being a professional. You have to respect what they are saying. That's a big lesson. Use your ego positively. When Lakme Fashion Week happened (where t2 met her), I wasn't that unsatisfied because things were going smoothly, but the real turning point were a few TVCs, which helped. When you are placed somewhere where you don't expect to be, then you think of doing something really big. That's what motivated me. When I did not win Glam Hunt, I believed that I could be the top model of this freaking city. You should wait for the right time.

What were you working on in Mumbai during these two years?

I took up everything that came my way. You have to survive. The rent is high. You have too much of an ego to ask your parents for money. My parents have always encouraged me but you cannot help it if you don't like asking for money from them. It was a 'heresy jaoa' kind of a feeling. And, I did not want that kind of a feeling. I saved money and then may be acted a little pricey.

We'll soon see you in a big-ticket film (watch this space for more on that). What has this movie done to your career? How important is this moment for you?

Very important. This is my turning point. You must grab it. This has happened at the right time. I have struggled for two years. This was my sixth audition for a film where somebody gave me a hint of hope out of nowhere and made me believe that there is something else that might happen if you act wisely and your confidence shows at the right time. And honestly, I did not want to miss this opportunity. Winning your final match is so crucial and despite being a very good player, you cannot help but feel nervous. You better deliver. Forget what you were doing for so many years. You have to fit in. Confidence is the key. If you work on a film with five other girls, you realise how hungry they are.

How much is riding on this film?

Having no expectations is the cleverest thing to do as of now. You can hope for the best. You have done the best. I always think I have done my best. Now whether it works or doesn't work, doesn't matter. The next opportunity I get, I will give my 100 per cent. I don't know what's coming up. It's too early to be too happy, but I am very happy (with my effort).

So, it'll be Bollywood for you?

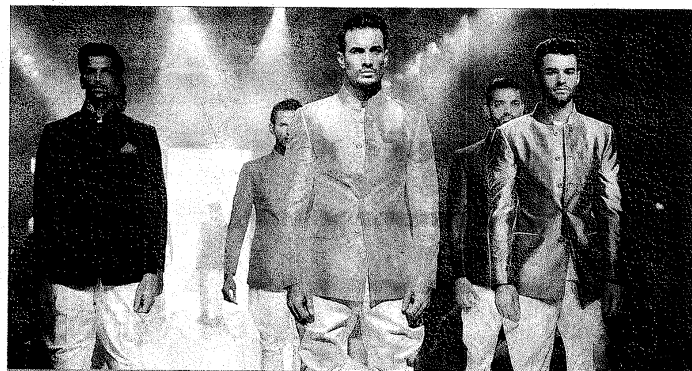
Yes, that's the place. The first film has given me immense hope.

What would be your tips for all the girls who aspire to make it big in Mumbai?

My only advice to them would be, don't be overambitious. Give yourself a lot of time. Be confident when you know you are the best. Don't be overconfident when you know you have to improve. And please don't be desperate. Never react. I have had my share of disappointments, but I never reacted.

Saionee Chakraborty
Are you inspired by Satarupa's journey?
Tell t2 @ abp.in

MENSWEAR DESIGNER RAGHAVENDRA RATHORE SURPRISES WITH A HIGH-ENERGY SHOW AT LFW



Rathore's colourburst on the ramp

One never thought Raghu Rathore would ever use *Sanjho ho hi gaya* from *Lage Raho Munnabhai* for his show's soundtrack. But then, one never thought Rathore would ever do jackets in bright yellows, oranges, greens and reds. The master of classicism, known for his understated elegance, chose to go loud and peppy and how! The big-ticket show of Day 2 of Lakme Fashion Week Summer/Resort 2015 lived up to every bit of the expectations... The clothes were an eclectic mix of three of Rathore's labels — RR, Rathore Foundation and a new brand that was launched with the show, Imperial India Company.

Short jackets and kurtas in pop colours, tuxedos, slim pants, black *bandhgallas*, long elegant kurtas in handloom fabrics, waistcoats... the line had every Rathore staple and a lot of surprises. The fast choreography made sure the tempo was upbeat. When Riteish Deshmukh appeared in a simple black kurta worn with a waistcoat, the energy was electric. And then Riteish did a little jig to the blaring beats of *Sanjho ho hi gaya*... and you knew that the show was a superb hit.

t2 caught up with Rathore to get into the details.

You showed at LFW after a long, long time. Why have you been missing all these years?

You know, people are not so interested to see menswear shows. I haven't felt the urge to show. Now that I am launching a new brand — Imperial India Company (ICC) — and it's got a textile connect, so I needed to show it on the Textile Day at LFW.

What you showed today was a mix of different looks.

We showed three brands — the new brand that we launched today, ICC, then our Rathore Foundation and finally RR. To break the monotony, we had just three womenswear garments....

Can you dissect each look for us?

RR is my original bespoke collection of *bandhgallas* primarily. The Rathore Foundation we formed sometime ago... in this we source handloom fabrics from weavers in different clusters... a lot from Benaras, and we

work on those fabrics. Like we print on them and make them our own completely. This I did to keep a check on my design team so that they are focused on working with handlooms, so that they have an angular vision. The new brand, ICC, is influenced by British India... my RR is influenced by Rajasthan completely, but ICC is influenced by whole of British India. The logo is a *santri* with elephants on both sides... to represent imperial India. I haven't put my name in this brand.

What we saw with ICC is a younger look. Is it a deliberate effort to cater to the younger lot?

Absolutely. The look is younger, it's got a lot of bright colours, which I've never done before. There's no embroidery in this first collection but I am going to introduce some embroidery later, like *chawal dana* or pintucks. It has got a lot of khadi in it. But I haven't used all-out khadi in one look... because I feel it doesn't have the lustre. So maybe it's just a khadi shirt worn with a regular jacket and pants, and the khadi pant has been paired with something else, or maybe just a pocket square in khadi, a khadi kurta. So people might not even have understood where the khadi is in the look. The price point of this brand is much lower than RR. Because RR is totally handmade, and this is machine-made.

After designing bespoke *bandhgallas* for so long, was it difficult to work a young, trendy look?

No, in fact I got to do things I don't get to do with RR... so the scope is more. Here I can design two-button jackets, which I can't do in RR; here I can do tuxedos.

So both the brands have jackets and *bandhgallas*, how are the two different?

That's a very good question. Even I have done that... placed two *bandhgallas* from the two brands side by side, then closed my eyes and mixed them up... but I could always make out which is which brand. The ICC is machine-made, so the edges of the jackets are rounded, which you can never achieve with a handmade one, it will always be square. Then the jackets are shorter for ICC.

How is your denim line Club Jodhpur doing?

You won't believe where it is selling now... it's selling on Amazon (India)! I have pulled it out of the stores, so it's just selling online. I think there is a great online potential for brands like these which are like priced below Rs 8,000-9,000.... Our ICC portal will be all about online shopping because that brand has that kind of price point. But it won't work for something like RR which will always have to be customised.

Raghu Rathore with show-stopper Riteish Deshmukh. Pictures: Pabitra Das

Smita Roy Chowdhury

Govt to bring out strategy paper on textile exports

New Delhi, March 25: The commerce ministry will soon unveil a strategy paper on ways to enhance competitiveness of textile exports.

The issue was recently discussed in a meeting in the ministry.

"Competitiveness of Indian textiles exports is going down. Countries, including Sri Lanka and Turkey, are more competitive in the sector. The ministry is considering to bring out its own strategy paper for the sector," a senior official in the ministry said.

Textiles ministry, too, is in the process of rolling out a National Textiles Policy, which aims to achieve \$300 billion exports by 2024-25 and envisages creation of additional 35 million jobs.

The ministry's move, to bring out the strategy paper, assumes significance as the country's exports are in the negative zone since December 2014. Textiles exports ac-

count for over 10% in the total outbound shipments and the ministry is taking every step to boost the shipments.

Falling for the third straight month, exports declined steeply by over 15% to \$21.54 billion in February.

India's cotton exports have declined as its biggest market China had changed its policy on cotton imports.

According to a report, India — the world's second-

biggest producer of cotton — is likely to export 7.69 million bales of the fibre in 2014-15 marketing year (August-July), down by 35% from last

year due to sluggish demand from China.

The government is expected to announce some incentives for the textiles sector in the foreign trade policy, which is expected to be unveiled in the second week of next month.

In February, textiles exports grew by about 9% to \$1.53 billion.

PTI



Cotton procurement poised to hit record level in 2014-15

■ CCI unlikely to sell huge stocks until 90% of cotton arrivals are over, says chairman

Banikinkar Pattanayak
New Delhi, March 25

FIBRE procurement by Cotton Corporation Of India (CCI) has touched 8.6 million bales so far this marketing year, a tad short of the record level of 8.9 million bales hit six years ago, chairman of the state-run agency said on Wednesday. With cotton arrivals in the market expected to continue at least through May, procurement is all set to breach the record level in the current year through September.

As much as 30.2 million bales of cotton arrived in the domestic market until Tuesday, compared with 30.6 million bales a year before, CCI chairman BK Mishra told *FE*. One bale equals 170 kg.

Procurement this year — especially in the initial phase — picked up after the cotton prices had dropped below the benchmark prices set by the Centre, thanks to plentiful supplies and poor demand from top importer China. The agency is holding stocks worth around ₹17,000 crore now.

STRAND OF DISTRESS		
(In lakh bales)	Output	Procurement
2007-08	307	2.23
2008-09	290	89.35
2009-10	305	5.81
2010-11	325	0
2011-12	353	0.08
2012-13	334	22.86
2013-14	398	0.4
2014-15	400#	86*

*Up to March 24; #CAB forecast in October 2014

Source: CCI



The agency had procured just 40,813 bales in the whole of last marketing year through September 2014. Most of the purchases this year have been from Andhra Pradesh and Maharashtra, the leading producers after Gujarat.

Mishra said CCI's pur-

chases have slowed down in the last few days, as prices have inched up a bit. However, if cotton rates go below the minimum support prices (MSPs) again, the agency would resume procurement, he added. The CCI procures cotton from farmers at the MSP to avoid distress sales

by them and sells the stocks in the market later. Any loss out of the procurement operation is reimbursed by the government.

In November last year, textiles minister Santosh Kumar Gangwar had asked the CCI to ramp up purchases from farmers, as cotton prices had crashed by around a quarter then from a year before.

No plan to sell huge stocks immediately

Despite demand by traders' body, Cotton Association of India, Mishra said the CCI doesn't intend to offload huge stocks immediately, as it could worsen an already glut-like situation in the market and hurt realisations of farmers selling cotton now. "Around 25% of the crop is yet to arrive in the market. We will seriously think of offloading good amount of cotton stocks once 90% of the crop arrival in the market is over. And when we sell huge amount of stocks, our focus would be on small and medium textile mills," he said.

Since exports have crashed

this fiscal, the domestic market already has enough cotton to meet consumption. Cotton exports, in value term, slumped 36% in the April-December period from a year before due to a slowdown in purchases by China.

Of the procured stocks, the CCI has so far sold only 2.7 lakh bales. Unlike some other government-backed agencies, the CCI isn't facing any shortage of funds for its procurement operations, Mishra added.

Cotton output could miss CAB forecast

Mishra said, based on the arrivals data so far, the country's cotton production may be a tad lower than the forecast. A smaller crop is expected in the northern region as well as Gujarat, he said. "However, a precise estimate is yet to be firmed up and CAB would do that," Mishra added.

In October last year, CAB had projected a record harvest of 40 million bales of cotton for 2014-15, marginally higher than 39.8 million bales a year before.

Govt to bring out strategy paper on boosting textile exports

PTI ■ NEW DELHI

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COMPETITIVENESS OF INDIAN TEXTILES EXPORTS IS GOING DOWN. COUNTRIES INCLUDING SRI LANKA AND TURKEY ARE MORE COMPETITIVE IN THE SECTOR. THE MINISTRY IS CONSIDERING TO BRING OUT ITS OWN STRATEGY PAPER FOR THE SECTOR

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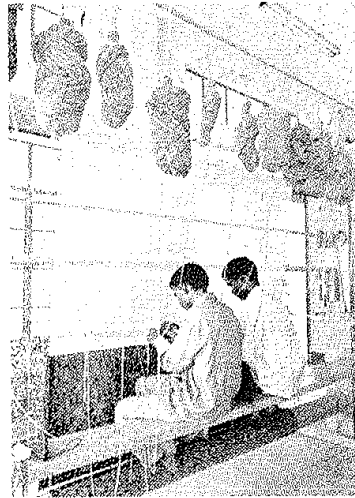
In February, textiles exports grew by about 9 per cent to \$1.53 billion.

Knots and stitches

OUR CORRESPONDENT

THE 29TH edition of India Carpet Expo showcases more than 275 reputed manufacturer exporters from all over country like - U.P., Rajasthan, Haryana, Jammu and Kashmir, Punjab, Madhya Pradesh, Himachal Pradesh, Andhra Pradesh etc. A record number of 450 overseas carpet buyers from around 57 countries mainly USA, Germany, France, UK, Turkey, Brazil, China, Canada, Denmark, Japan, Korea, European Union Countries etc shall be visiting the expo to generate business for this rural based cottage sector.

The event is organised by Carpet Export Promotion Council of India (CEPC) setup by Ministry of Textiles government of India. CEPC was established to promote the exports of hand-made / hand-knotted carpets and other floor coverings. CEPC therefore, helps in



skill enhancement of weavers, artisans, entrepreneurs, strengthening base in existing markets, identifying potential markets, educating about government policies and its compliances, providing financial assistance for brand building of Indian hand-made carpets, through publicity, participating in world renowned trade fairs and expositions.

WHERE: Hall no. 8- 11,
Pragati Maidan

WHEN: March 27 – 30

Cotton output seen at 396L bales

Cotton Association of India on Wednesday said February estimate of the crop stood at 396 lakh bales for the 2014-15 season, which is lower compared with last year.

India, Qatar to ink FTA for investment

Six pacts for cooperation in IT, ocean sciences signed

KA BADARINATH

New Delhi

INDIA and Qatar will work towards taking investment and energy relations to next level by concluding a free trade agreement (FTA) shortly under over all framework of Gulf Cooperation Council (GCC).

While the two countries inked six pacts on Wednesday to boost ties, both India and Qatar will engage themselves to exploit full potential for partnership between New Delhi and Doha.

The agreements, aimed at providing a trigger for the two countries to expand their relations, were signed after delegation-level talks held between visiting emir of Qatar Tamim bin Hamad al Thani and prime minister Narendra Modi.

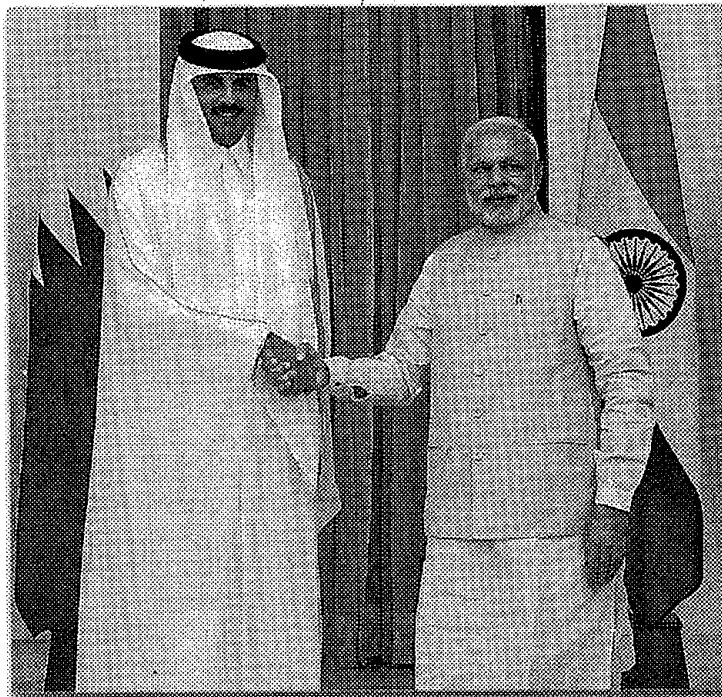
As per officials privy to the deliberations between top leaders, enhancing cooperation in energy, boosting trade and investment were flagged prominently on the agenda.

If the pact on communication and technology concluded on Wednesday was any indication, Indian IT biggies like TCS, Infosys, Wipro will play a pivotal role in diversification of Qatar economy beyond exploiting energy.

Under vision document Qatar 2030 the Gulf state has rolled out an ambitious campaign to turn the country a major hub for information and communication technology.

Doha has also set up a dedicated ministry of information and communication technology to oversee orderly development of the IT services and hardware industry fuelled by capacity building and setting up technology institutes.

Officials divulged that the prime minister agreed to a proposal of the Qatari emir for participation of Indian IT companies in Doha's quest for capacity



TRADE TIES: Prime minister Narendra Modi with Qatari emir Sheikh Tamim bin Hamad al Thani in New Delhi on Wednesday

building and training software and hardware professionals as well.

In a virtual quid pro quo, Qatar will pitch in with infrastructure investments in India across development of 100 smart cities, power projects, solar energy ventures, healthcare and education. The Qatari emir had earlier stated that his country had large investment plans for India that are being unveiled.

Qatar is an important country for India in the Gulf region and accounts for 86 per cent of India's liquefied natural gas (LNG) imports. While the bilateral annual trade was billed at \$16.7 billion, Qatar supplies annually 7.5 million tonnes of LNG under 25-year pact between RasGas and Petronet that came into being in 2004.

Both countries are working towards correcting the trade balance that's hopelessly in favour of Qatar, expand trade and investment matrix and double bilateral trade in next three years under the FTA, an official said on condition of anonymity.

Currently, India exports low value products like ac-

cessories, manmade yarn, fabrics, made-ups, cotton yarn, and transport equipment, machinery, instruments, food and consultation material to Qatar.

Under pact on transfer of sentenced persons, Indian prisoners convicted in Qatar can be brought to India to serve the remaining part of their sentence and vice versa. As per official figures, 96 Indians are currently languishing in various jails in Qatar that is home to around 631,000 Indians.

Within the ambit of memorandum of understanding in atmospheric and ocean sciences, both sides will collaborate to explore other oceanic resources in and around Doha.

A separate MoU inked between Diplomatic Institute of Qatar's foreign ministry and Foreign Service Institute of the external affairs ministry provides for exchange of faculty members and experts.

The two sides also finalised a pact to encourage regular exchange of radio and television programmes, content between Prasar Bharati and Qatar Media Cooperation.

badarinath@mydigitalfc.com

Spinning mills worried as cotton prices rise



KOMAL AMIT GERA
Chandigarh, 25 March

With cotton prices starting to pick up, spinning mills are averse to buying this year. On Tuesday, the price of J 34 cotton rose ₹1,200-1,400 a candy (356 kg) to ₹33,830 a candy. J 34 is a variety of cotton grown in northern India with a strength of 4.5 micronaire (a measurement of the thickness of the cell walls of a cotton fibre) and length of 29 mm. A surge of ₹300 per candy in the price of Shankar-6 (long staple cotton of 32 mm and 3.8 micronaire) has also been witnessed in Gujarat and its price is in the range of ₹32,500 a candy.

These prices are still lower than last year's price of ₹44,000 a candy. However, millers are worried a price revision in cotton now will disturb the price parity between yarn and cotton. The low demand for cotton yarn in international markets is already keeping the capacity utilisation low at 80 per cent.

The Cotton Corporation of India (CCI), the nodal agency of the Government of India that purchases cotton if prices fall below the minimum support price, has so far purchased 8.6 million bales (one bale is 170 kg) of cotton, said B K Mishra, chairman, CCI.

"We might purchase another 500,000-700,000 bales in the 2014-15 rabi marketing season. Of this, 260,000 bales have been liquidated by the CCI at a price of ₹32,500 a candy," he said. He added that Confederation of Indian Indu-

stries (CII) was not planning to liquidate, but would do so if there was a need for it. "The spinning mills can thrive on the market availability till harvesting is on in different parts of India and we project to enter when the harvesting comes to an end."

Most of the mills said they had stock for three-to-four weeks, but purchasing cotton at a premium amid low profitability was pinching them. They want CCI to intervene so that cotton prices do not rise any further.

According to T Kannan, chairman, CII National Committee on Textiles, if international demand is bullish, 25-30 per cent of yarn manufactured in India could be exported. At present, demand from China is cold.

As CCI has procured one-fourth of the total crop this year, its intervention will boost the health of the mills.

According to Mishra, CCI has 45,000 bales of cotton from last year's stock and that is meant for government-owned mills.

The millers are also concerned about the fact that cotton loses its moisture content in summer, which means four to five per cent weight loss. This loss is recovered in monsoon, thanks to high atmospheric humidity. So CCI might not offload the stock before the onset of monsoon.

While large mills have a fire-fighting system in place, small mills might have to face lean production days in the wake of flip-flops in CCI's decision.

COTTON PROCUREMENT BY CCI

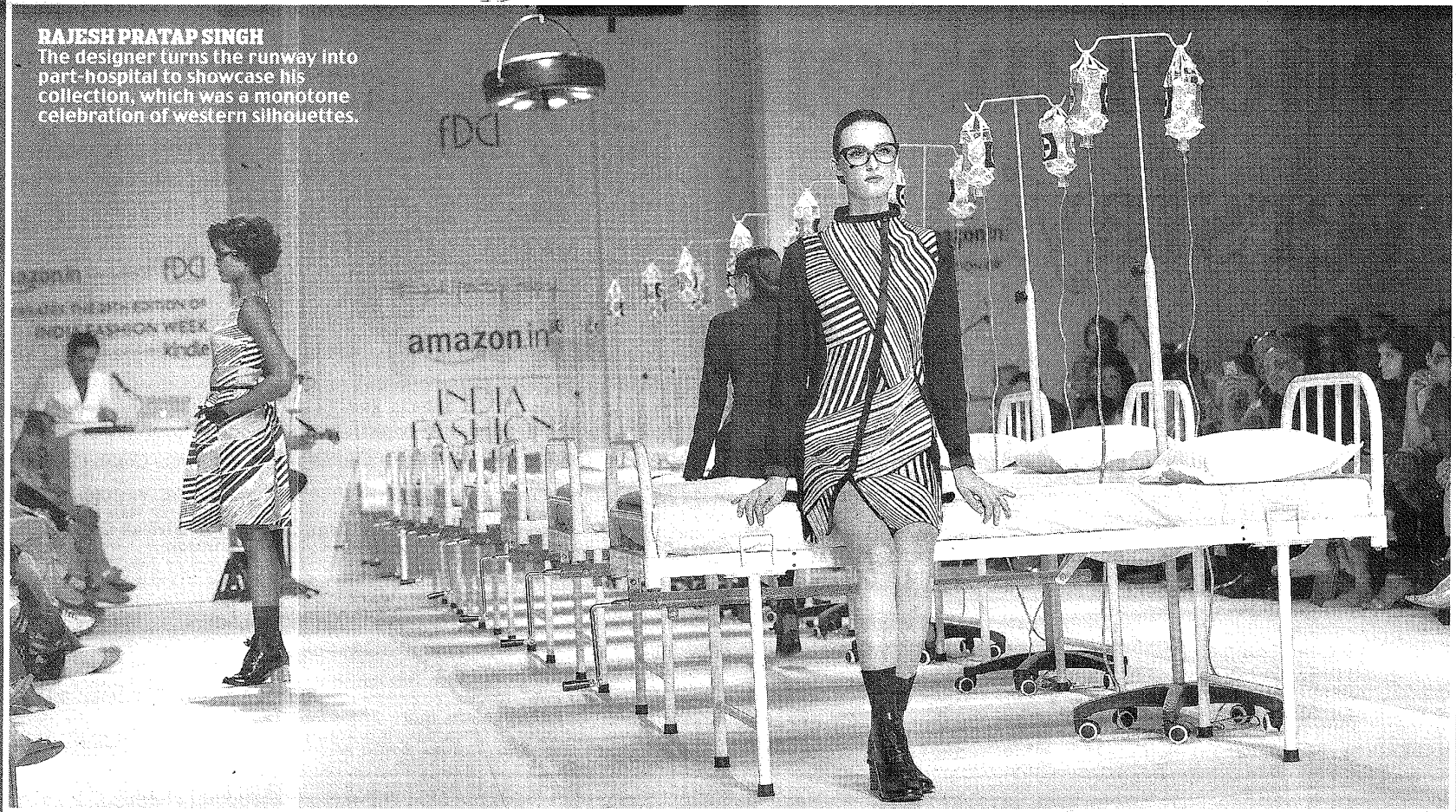
2010-11	152
2011-12	7,696
2012-13	2,286,423
2013-14	40,813
2014-15*	8,600,000

*(up to March 22)
Figures denote number of bales
Source: Cotton Corporation of India

PHOTOS: RAMESH SHARMA

RAJESH PRATAP SINGH

The designer turns the runway into part-hospital to showcase his collection, which was a monotone celebration of western silhouettes.



Style prescription

Delhi's fash week begins with collections based on unique ideas

On the RAMPAGE

By **Radhika Bhalla** in New Delhi

THE opening show of the 25th edition of the Indian fashion week held in the Capital was nothing short of an artistically unhinged spectacle executed skillfully.

Master designer Rajesh Pratap Singh brought out the big guns with a medically-inclined performance and collection at Amazon India Fashion Week Autumn/Winter 2015.

The runway was turned into part-hospital, with old-school medical beds lining the length of the ramp, drip bags hanging by their side with ferry lights in them. Reverberating electro

THE beautiful Shraddha Kapoor (inset) is the latest to turn designer with her debut collection Imara. "It is a contemporary rendition of the conventional - a modern Indian adaptation of the classics from 'Once upon a time'," she said. The young actress also participated in a Google Hangout session to enumerate the importance of online fashion presence.



music by musician Karsh Kale, Grain and vocalist Ankur Tewari set the tone for the models who added unique quirks to their catwalk.

The collection was a monotone celebration of western silhouettes - skirts, overcoats, leather jackets, sheath dresses, leather gloves, brogues and oxfords that made a chic nod to the '50s. The fascination for *ikat* prints continued in the collection as a graphic play in checks and stripes, hand woven in fine merino wool.

Meanwhile, the fashion front row was dotted with leading designers like Tarun Tahiliani, J.J. Valaya and Varun Bahl among others.

In keeping with the theme, some models walked the ramp with bright red first-aid boxes in their hands. Some even danced at the show with bandages wrapped around their head. Apart from the subtle histrionics, the show made,

unintentionally or not, an indirect comment on the state of the society and mental illnesses pervading the populace.

In sharp contrast, designer Nikasha injected a bright shade of red with her chic range inspired by Loulou de la Falaise, fashion muse and designer associated with brand Yves Saint Laurent. Titled Ruby, the collection presented laid-back glamour with a strong

scent of a holiday by the French Riviera. Kimono shawls with tassels, fringes, *salwar* trousers, saris, layered tops and dresses with slits brought life to the runway in shades of beige, yellow and red with Japanese blossoms printed on them. Short curled hair and the sophisticated bohemian air paid tribute to the roaring '20s and the Jazz Age that it represented.

Designer Payal Singhal worked

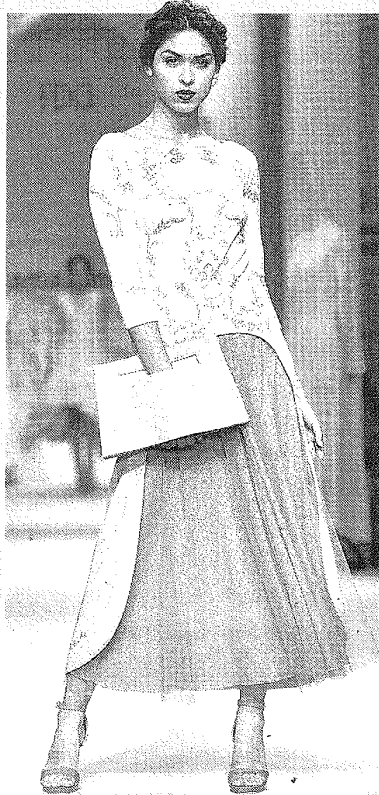
around the delicate femininity of the French Chantilly lace for a range of ensembles. Crafted keeping the gamine Parisian in mind, the ensembles included *kurtas*, *amarkalis*, *lehengas*, dresses, *salwar* trousers, and cigarette pants and skirts, complimented by golden rosettes embroidered on tulle, organza, silk and lace.

Kavita Bhartia, on the other hand, showcased fitted blazers

with white flowers embroidered on them, *lehengas* with wide flares, dresses with zips and asymmetrical hemlines.

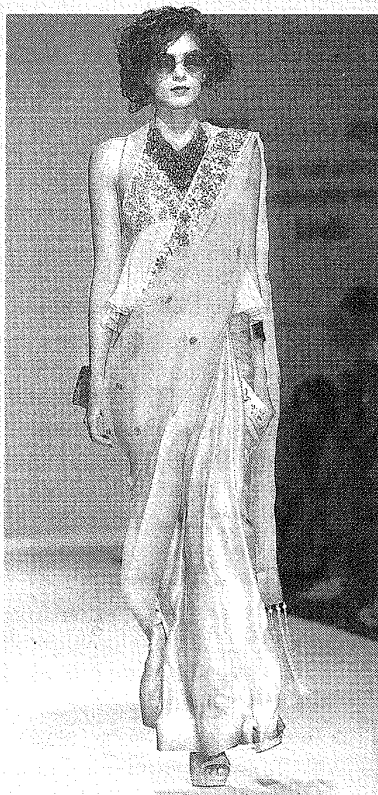
Overall, structured silhouettes were trending on Day 1, with deeped colours and embroidered touches. The absence of Bollywood showstoppers for many was a sign of a new age for fashion that focuses on workmanship rather than star power.

ADDING VARIETY TO THE RUNWAY



KAVITA BHARTIA

Her collection showcases a variety of designs in shades of blue, beige, gold, pastel green and black.



NIKASHA

Her range brightens the ramp with a chic collection inspired by fashion muse Loulou de la Falaise.



PAYAL SINGHAL

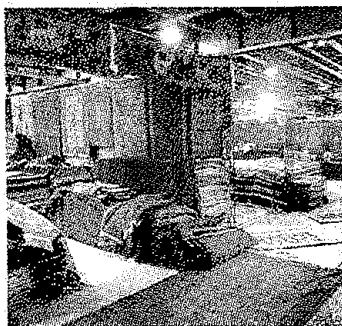
The designer plays with the delicate femininity of the French Chantilly lace for the gamine Parisian.

Four-day India Carpet Expo from tomorrow

NEW DELHI: Carpet Export Promotion Council is organising the 29th Edition of India Carpet Expo from 27th to 30th March 2015, in Pragati Maidan under the aegis of the Union government with an aim to promote the Cultural Heritage and weaving skills of Indian hand-made Carpets and other floor coverings amongst the visiting overseas carpet buyers.

"India carpet expo is an ideal platform for International Carpet Buyers, Buying houses, buying Agents, Architects and Indian Carpet Manufacturers & Exporters to meet and establish long term business relationship.

India Carpet Expo is one the largest handmade carpet fairs in Asia with a unique platform for the buyers to source the best handmade carpets, rugs and other floor coverings under one roof. It has become a popular destination worldwide on hand-made carpets. India's unique capability in adapting to any type of design, colour, quality & size as per the specifications of the carpet buyers has made it a household name in



International market. India Carpet Expo will be inaugurated on 27th March 2015 at 11.00 am by Santosh Kumar Gangwar, Minister of State for Textiles, in the august presence of Sanjay Kumar Panda, IAS, Secretary (Textile) and Samir Kumar Biswas, IAS, Development Commissioner (Handicrafts) and other senior government officials from the Central and State governments beside representatives from Trade and Media.

India Carpet Expo has received overwhelming response from the Member Exporters and 262 exhibitors are displaying their products in the show.

Over the years, the India Carpet Expo has established itself as a great sourcing platform for the carpet buyers from all over the globe.

All about this year's Delhi fashion week

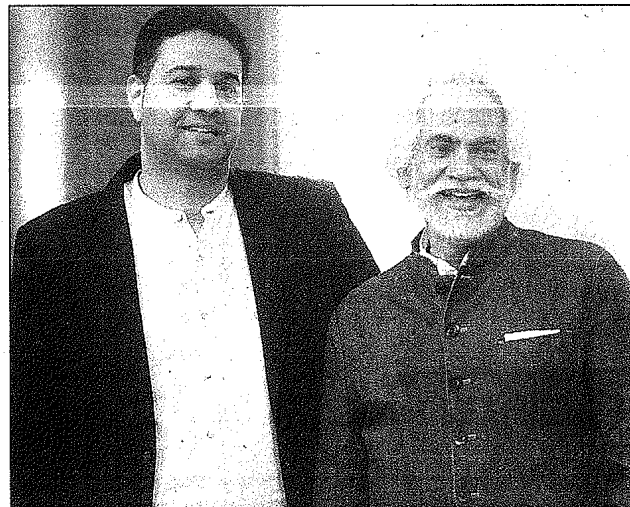
In conversation with Vikas Purohit, head, Amazon Fashion, India

There is a lot of activity since yesterday on the Amazon India Fashion Week page on your website. How has the response been?

The digital medium is powerful and we wanted to use it effectively. We launched the dedicated page on our site with this purpose, giving people live content generated from fashion week including front row access, show reviews, behind-the-scenes footage, designer interviews, blogs, curated shopping and more. We are live streaming all shows. The response has been amazing.

How do you connect consumers with fashion through this association?

As a precursor, we unveiled our



Vikas Purohit (L) and Sunil Sethi

Ranjit Kumar

new Designer Store. Here, fashion enthusiasts from across India have an easy and convenient access to designer labels from some of India's biggest names in fashion. In the weeks to come, more collections and designer labels are going to be available for people to shop.

What is the brand's philosophy?

'Fashion for who you are' is our philosophy. We endeavour to build a destination where customers can discover, find and buy any fashion product that they wish to buy online.

In conversation with Sunil Sethi, president, FDCI

Why the emphasis on 25?

As we celebrate the 25th edition, it is a milestone in our 15 year-long journey, building the business of fashion. We've increased our global footprint through ingenious offerings and upheld the virtues of the 'Made in India' brand.

The title has changed. Why?

The brand is the undisputed leader of e-commerce and it is only natural that we enter into an alliance with the best, in keeping with the burgeoning demand for online shopping.

Khadi seems to be the loom of the season. Will it also be in the spotlight at the fashion week?

Khadi will be the showstopper this season, with us undertaking a Khadi Project in association with the Khadi Gram Udyog. There will also be a special installation, where 63 designers will present their interpretation of a khadi ensemble.

The council has always promoted fashion with a cause. What's it going to be this time around?

We intend to take up an awareness drive about breast cancer. We will also be supporting talented young women weavers through our partnership with The Handloom School, Women Weave Initiative.

To catch the action live, log on to Amazon.in