

FDCI to showcase 28 of India's best designers @ Van Heusen India Men's Week 2009

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Fashion Design Council of India (FDCI), today announced the much awaited list of designers showcasing their collection at the first annual 'Van Heusen India Men's Week' to be held from 11–13 September, 2009 at The Grand, New Delhi. Designers will be invited to cover the widest range of men's fashion – menswear and accessories, under one roof, affording buyers and consumers the widest possible selection of fashion for men. The 'Van Heusen India Men's Week' promises to be a world class event showcasing the very best of Indian talent.

The list of designers is a combination of both established and emerging names across India who will market Indian men's fashion to domestic and international buyers, fashion enthusiasts, media and other industry stakeholders.

The biggest fashion trade event for men will showcase collections of 28 designers on the runway and in the stalls over a span of three action packed days. With a total of 15 shows, the 'Van Heusen India Men's Week' promises to display the very best of Indian men's fashion industry under one roof at one point in time.

Announcing the names of the participating designers for the 'Van Heusen India Men's Week', Sunil Sethi, President, FDCI said, "Designers are the core of the fashion industry and play an important role in shaping fashion trends in India. We have received an overwhelming response from the designers who want to participate in the Van Heusen India Men's Week. An eminent jury has drawn up a list consisting of both reputed and budding designers who have the right blend of creativity and commercial viability. I wish all the participating designers the very best as they gear up to participate at the first ever 'Van Heusen India Men's Week'".

We are extremely happy that India's best designers have come together for the Van Heusen India Men's Week. It promises to be an excellent forum to showcase talent and creativity in men's fashion for established and upcoming designers. Van Heusen is committed to building a strong bridge between Indian designers and a legion of brand conscious consumer. We believe the VHIMW will position the brand clearly in the Men's fashion space." said Mr. Shital Mehta, Chief Operating Office, Van Heusen.

Participating designers:

1. Abraham & Thakore
2. ANKY m
3. Ashish N Soni
4. Aslam Khan
5. Ezma
6. Fightercock by Abhishek Gupta & Nandita Basu
7. Gaurav Gupta
8. Gunjan & Rahul
9. Himmat Singh
10. JJ Valaya
11. Kotwara by Meera & Muzaffar Ali

- 12.Manoviraj Khosla
- 13.Narendra Kumar Ahmed
- 14.Nitin Bal Chauhan
- 15.Priyadarshini Rao
- 16.Rajesh Pratap Singh
- 17.Rajvi Mohan
- 18.Ravi Bajaj
- 19.Rina Dhaka
- 20.Rocky S
- 21.Rohit Bal
- 22.Rohit Gandhi & Rahul Khanna
- 23.Samant Chauhan
- 24.Shantanu & Nikhil
- 25.Siddartha Tytler
- 26.Tarun Tahiliani
- 27.Vijay Arora
- 28.Zubair Kirmani

Fashion Design Council of India (FDCI) and Van Heusen are set to change the dynamics of the Indian fashion landscape, with the first seriously exclusive fashion week JUST for men. FDCI made the formal announcement of its first annual 'Van Heusen India Men's Week' and unveiled the logo of the forthcoming event recently. This was followed by auditions to identify and shortlist male models to walk the ramp at the first 'Van Heusen India Men's Week'. The 'Van Heusen India Men's Week' positions India as the 4th Fashion Capital of the World to host an independent Men's Week.

Fashion Design Council of India – A decade in the business of fashion

In the last 11 years FDCI has taken the Indian Fashion industry global and secured national pride for the business of fashion. It has been instrumental in promoting the business of fashion and creating new opportunities for all stakeholders. Over the years FDCI has used various marketing platforms, seminars and workshops to promote fashion.

FDCI, a not for profit organisation, is the apex industry body in the field of fashion in India. Its primary objective is to provide a cohesive platform for Indian designers and act as the mouthpiece of the industry at all relevant platforms, in a bid to promote Indian fashion - at home and abroad. FDCI is actively involved in promoting the 'business of fashion' and working towards corporatisation of fashion labels in India. FDCI is instrumental in facilitating designer-corporate tie-ups, aimed at expanding the fashion market in the country. To mark its 10th anniversary FDCI introduced India's first couture week in September 2008 and now in its 11th year the India Mens Week. For details visit www.fdc.org

About Van Heusen

Van Heusen is the world's No.1 dress shirt brand. It's no different in India, except that it is also the country's No. 1 premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category. The brand epitomises 'fashion for the corporate', and its design driver is the combination of fashion and elegance. Since its launch in 1990, Van Heusen has consistently tracked and understood the Indian male. In the last two decades the clothing preferences of Indian men have undergone many stages of evolution. At each turning point Van Heusen has stood witness to these changes –

and has been ahead of the curve when it has come to forecasting emerging trends and making it accessible to the Indian consumer.