

PUBLICATION : DAILY POST (DP)  
EDITION : NEW DELHI  
DATE : 16<sup>TH</sup> JULY 2014, PAGE NO. : 4

COUTURE WEEK 2014 TO CELEBRATE

# INDIAN ELEMENTS



**A line-up of famed designers is ready to explore rich craftsmanship of Indian culture with their designs**

**F**ashion Design Council of India's (FDCI) six-day India Couture Week (ICW) is back with yet another edition of glamour and glitz. A line-up of famed designers is ready to mesmerise the style connoisseurs with latest in haute

couture, and they promise to explore rich craftsmanship of Indian culture with their designs.

Shree Raj Mahal Jewellers India Couture Week in association with Logix Group will be held at the Taj Palace Hotel. The event will showcase collections of designers like Sahyatschi Mukher-

jee, who is also the opening name of the event, Rohit Bal, Manish Malhotra and Manish Arora. "This season promises to be a vibrant celebration of Indian treasures which will get a new-age interpretation by India's finest couturiers," said a statement on FDCI's official site. "The event will see India's

finest couturiers showcasing their collections not only through the runway, but also exclusive fashion presentations, installations and previews, which will enable them to use couture as a canvas to paint their thoughts on," said a statement on FDCI's official site.

Arora, who is known for psychedelic colours and kitsch motifs in garments that combine traditional Indian crafts with western silhouettes, is going to showcase his latest collection under the brand Indian by Manish Arora.

Titled Kaleidoscope, the designs are divided into six mini collections that take their inspiration from different things.

Another designer, Varun Bahl is going to present a modern version of Indian-wear styles that celebrate India's wealth of traditional crafts.

"The silhouettes for this line-up include the Anarkali, an eternal favourite, the sari, and the lehenga. The anarkali is a key component. The sari also gets a contemporary update in the form of the sari-pant, a mix two classics that becomes something truly modern inspired by India," Bahl told IANS. Veteran designer Anju Modi is going to showcase a collection titled Manikarnika, an exploration of age-old craft and techniques. "The embroideries are derived from the architecture, with the paintings of the Ajanta-Ellora caves as perfect muses to the artwork and details," the designer, who has also roped in Bollywood actress Kangana Ranaut to walk for her show, told IANS.