



SHREE RAJ MAHAL
JEWELLERS

INDIA COUTURE WEEK

IN ASSOCIATION WITH

Logix Group

FDCI presents an all-new edition of the India Couture Week 2014

Announces new sponsors - Shree Raj Mahal Jewellers as the title sponsor & Logix Group as the associate sponsors.

Top Couturiers to showcase exquisit collections over six days

New Delhi, June 19, 2014: Fashion Design Council of India (FDCI)'s much coveted India Couture Week is scheduled to be held in New Delhi from July 15-20, 2014 at the Taj Palace Hotel. The revamped six day event will have new partnerships **Shree Raj Mahal Jewellers as title sponsors, and Logix Group as its associate sponsors.** The event will showcase India's finest design talent in exclusive shows by top Indian Couturiers.

Announcing this association, **Mr. Sunil Sethi, President FDCI** said, "It gives me immense pleasure to bring you the 2014 edition of India Couture Week. After the roaring success of the past events, we at the FDCI are delighted to present an extravagant couture week. Our event is synonymous with luxury and we have the finest participation from Indian fashion fraternity."

We are proud to associate with **Shree Raj Mahal Jewellers** who's exclusive designer jewellery collection will be seen on the ICW runway; and **Logix Group** who will be coming up with a mall which will have a dedicated space for the fashion designers."

List of Designers

Anamika Khanna
Anju Modi
Gaurav Gupta
Manish Arora
Manish Malhotra
Monisha Jaising
Rina Dhaka
Rohit Bal
Sabyasachi Mukherjee
Varun Bahl

Mr. Praveen Goel; CEO, Shree Raj Mahal Jewellers, will be exclusively launching their collection of bridal jewellery, **Svara (Gold)** and **Sondaraya (Diamond)**, at the India Couture Week runway on the last day of the event. The exclusive pieces of the bridal collection will also be exhibited at Taj Palace Hotel during the event. It is a customised, luxurious and extravagant collection of jewellery. Mr. Praveen Goel said, "Associating with FDCI gives us a fantastic opportunity to work with the top designers of the country. We will launch our 2 bridal collection Svara & Sondaraya for the bridal season through various fashion shows. Our team pushes the boundaries of creation, blending aesthetics with value, making it a full-fledged art in its own right, and at India Couture Week the nation's finest designers will be using our jewellery to adorn their couture creations. I am proud to be associated with this FDCI event and look forward to an overwhelming response."

Speaking on the occasion **Mr. Shakti Nath, CMD, Logix Group** said “We are pleased to launch Logix City Center Mall during the India Couture Fashion week 2014. The six-day fashion week event will eyewitness the grand launch of The Logix City Centre Mall. The Logix City Center Mall is located at **the nodal point of Noida City Center**. The Logix City Center is coming up with **screen state of art multiplex PVR entertainment** as well as **first Imax of Northern India**. The Mall will also have the **largest hypercity** to provide truly international shopping experience, where customers can shop in comfort in a large, modern and exciting environment. Many international brands outlets will be there in the Mall to offer a complete range of apparel and lifestyle accessories to cater every lifestyle need. There will be a dedicated area called **Destination Couture** in the City Center mall for Indian and International store.”

ABOUT SHREE RAJ MAHAL JEWELLERS: Shree Raj Mahal Jewellers has always toyed with the rules of elegance. Their collections evoke a genuine fascination through a capacity for innovation. It is not only a brand embodying jewellery making excellence, the masterpieces emerging are works of art rendered unique by the artisans' hand, and endowed with genuine soul. From the start, Shree Raj Mahal Jewellers has woven close ties with excellence and heritage, placing the brand at the heart of new intellectual development. It is this singular blend of craftsmanship expertise and cutting-edge dreams that we invite you to explore through our collections.

Website: www.shreerajmahaljewellers.com

ABOUT LOGIX GROUP:

Logix Group was founded in 1995 and has delivered four million square feet of IT parks. Currently they are constructing 20,000 apartments at the most premium locations and are also constructing two million square feet of commercial space including hotels, malls and premium offices. The group is also developing large townships. Today, Logix Group is synonymous with quality, dynamism and growth. The group has successfully carved a niche for itself in this competitive scenario by delivering world class facilities.

ABOUT FDCI

A non-profit organisation, the Fashion Design Council of India (FDCI), is the apex body of fashion design in India, represented by over 350 members. Founded on the premise of promoting, nurturing and representing the best of fashion and design talent in the country; its prime objective is to propagate the business of fashion.

Website: www.fdc.org

KEY CONTACTS FOR MORE INFO

FDCI PR

Gunjan Bagga / Komal Chaudhary 9891060064 / 8010876699 (Weber Shandwick)

SRM PR:

Pragya Ojha 9711404404 / Mansi 9873870318 (Actimedia)

LOGIX PR:

Farah Siddique / 9654385721