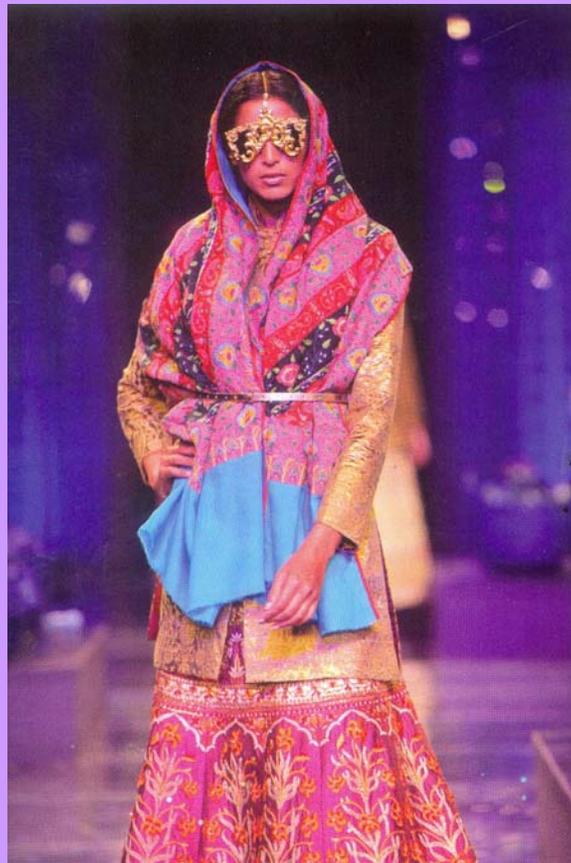


Wills Lifestyle India Fashion Week: Taking Fashion to the Next Level



Source: The Stitch Times

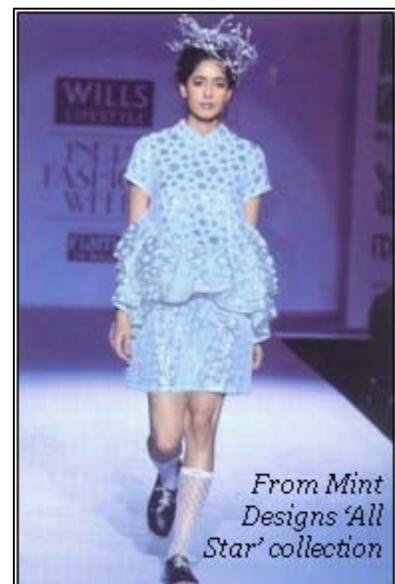
Wills Lifestyle India Fashion Week: Taking Fashion to the Next Level

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Asia's biggest business of fashion event, the Wills Lifestyle India Fashion Week (WIFW), Spring Summer 2012 edition was unveiled on 15 February and ran through 19 February, 2012 with as many as 131 designers from across the country ready to showcase their trend predictions for the season, including 63 designers on the runway.

With an objective to encourage and endorse designers to grow their brands nationally and internationally as also to widen their customer base every year, WIFW invites fashion designers to showcase their collection to domestic and international buyers, media and the fashion industry. The event benchmarks the trends for the forthcoming season. Announcing the names of participating designers, Sunil Sethi, President, FDCI, said, "This year we have a list of outstanding designers with representation across geographies who will display their creative excellence on the runway. With combined elements of innovation, creativity and tradition of the WIFW, these designers will give a fresh perspective to the Autumn-Winter collection. With so many talented designers in India's fashion industry; we are hopeful that this edition will also break all records like the past season. I wish all of them, the very



best as they gear up to participate at the WIFW Autumn-Winter 2012."

Japanese designs on Indian ramp



With the announcement of association of Japan Fashion Week, supported by Ministry of Economic Trade and industry, the event provided an opportunity for a unique cultural exchange between India and Japan. In a first of its kind initiative, the Wills Lifestyle India Fashion Week 2012 witnessed a joint fashion show by three designers from Japan - "ANREALAGE," "mintdesigns" and "suzuki takayuki". A special delegation from Japan was also present at WIFW to view Indian designs on the ramp. In addition to the show, products and philosophies of 10 brands representing "10 Faces of the Tokyo Culture" were on display at the WIFW.

Bollywood stars Gulshan Grover and Mahima Chaudhary joined hands with Fashion Design Council of India to announce a new partnership between FDCI and People for the Ethical Treatment of Animals (PETA) India during the Wills Lifestyle India Fashion Week in Delhi.

Designer duo Shantanu-Nikhil opened the edition, while JJ Valaya brought the curtain down.

Shantanu-Nikhil Lead the Show with "S & N" - An Ode to Vivacious and Chic Women

Shantanu-Nikhil opened the autumn-winter edition of Wills Lifestyle India Fashion Week (WIFW) 2012 at the Pragati Maidan in New Delhi. "FDCI is thrilled to have ace designer duo Shantanu and Nikhil to open WIFW 2012, that so befits the glitz and glamour that they are known for and hence the apt choice to unveil the biggest fashion event of the year," FDCI President Sunil Sethi said. The designer duo, known for their luxurious and elegant collection, showcased their S&N Drape bridge line, and said they were "extremely excited to open the show".



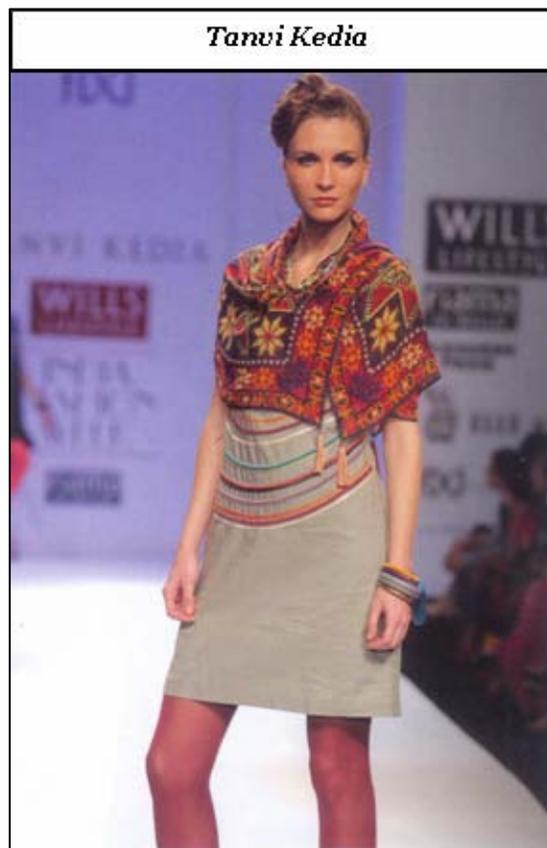
Shantanu and Nikhil with Dia Mirza and Sameera Reddy



The designers' collection was a part of their label "S & N" and was an ode to vivacious and chic women. The fabrics were mostly satin, chiffons and velvets with lot of emphasis given to embellishments and textures. The clothes included short dresses, sari-inspired gowns and rompers. "It was a fall/winter collection which was meant for all those women who want, to look simple yet glamorous. We make clothes for those who understand fashion like Dia and Sameera. People today are looking for ready-to-wear clothes and our collection personifies that," Shantanu told postshow. Jackets have always played an important role in Shantanu and Nikhil's collections, and they used these well this time too. From beige, purple, green, red to black and white, the collection was simple yet elegant.

Shantanu & Nikhil's Show combined metallic dresses, with a whole lot of glitz and sheen. There were mostly muted metallics, generously sparsed with a pop of bright color in between- fuschia pinks, a gorgeous turquoise and some vibrant reds. While the metallics were short and sexy, there was also lace and net on the runway- very feminine, very girly. What was really liked was the metallic cut out pieces- those were stunning.

There were a whole of lot designers, whose collections revealed their creativity at their best, which is reflected in the collections, set out hereunder:





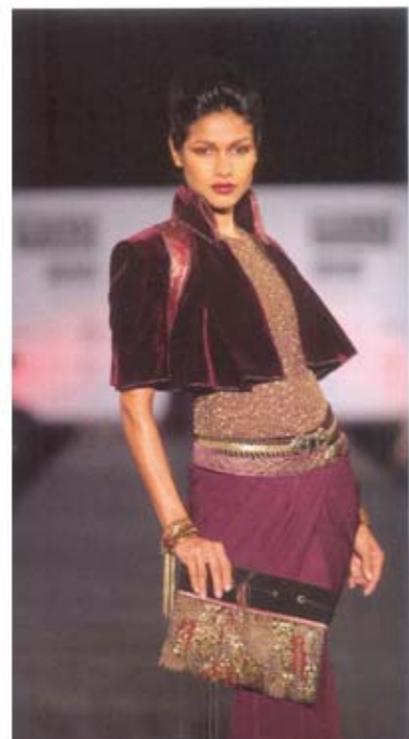
Vineet Bahl



Anju Modi



Kavita Bhartia





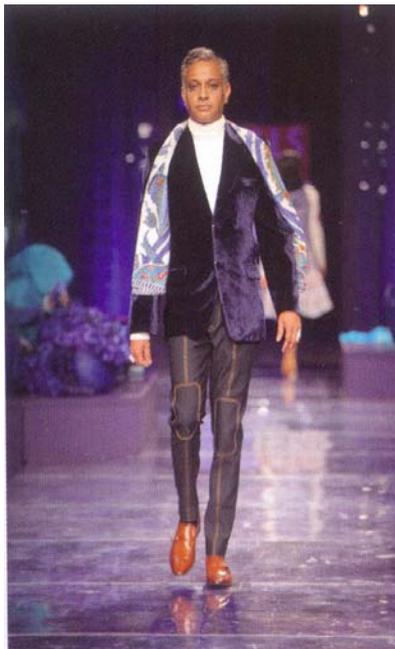
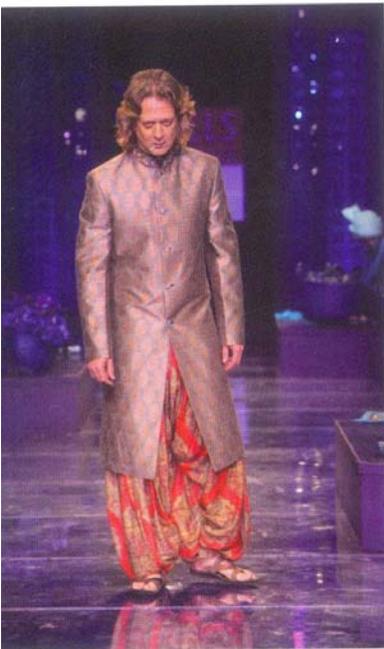
Pallavi Singh

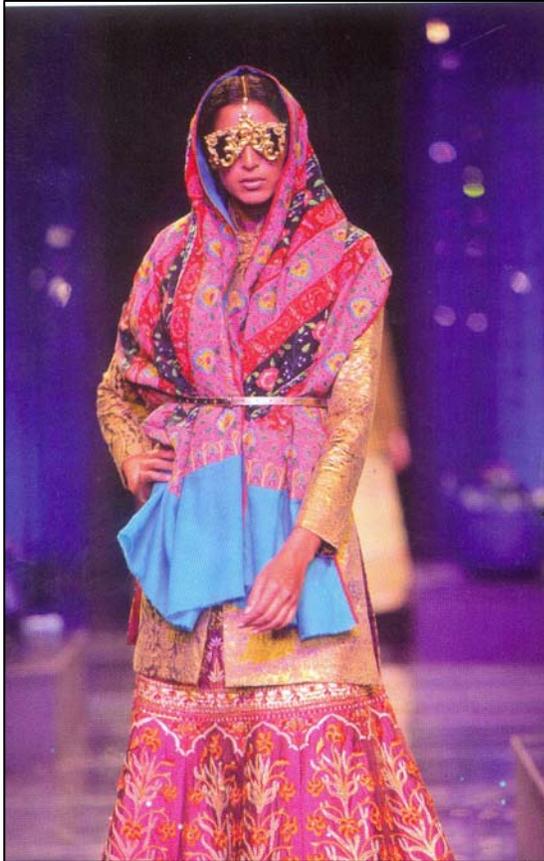


Schon by Sakshi Pradhan



Tarun Tahiliani





The year 2012 is a special one for JJ Valaya as it marks the completion of 2 decades in the world of Indian luxury for his brand. Several celebrations are lined up through the year but this, the very first one is indeed special as it puts together an all new line of ready-to-wear and showcases it as the Grand Finale for the WIFW Fall Winter 2012. Azrak in Turkish means 'rare and uncommon'; a befitting title for this collection as it stands inspired by some exceptional and unrivalled arts from the Ottoman Empire. Primarily based on art forms on ceramic, fabric, paper, leather and wood, the collection takes one on a journey of a rich and perhaps forgotten era albeit, in a modern and crisp manner. JJ Valaya, as often before, reignites his love for the past and goes back to a host of Topkapi archives to put together a collection which sets itself apart by interestingly combining history with key elements of a classic urban wardrobe. "Celebratory, modern, nostalgic" are his own words for a collection that sidesteps the predictable in favour of a mildly quirky yet vastly acceptable range of

contemporary separates.



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