

MODISH KIDS FASHION GRABS THE LIMELIGHT AT PANTALOONS JUNIOR FASHION ICON

WINNERS TO FEATURE IN PANTALOONS KIDS' ADVERTISING CAMPAIGNS

Showcasing just how glamorous kids fashion can be, Pantaloons held its first Pantaloons Junior Fashion Icon (PJFI) in four regions across the country. The event saw over 6,500 boys and girls from 18 cities, in the age group of 4-15 years, take to the ramp with confidence and élan, competing for star status in their respective region finales. This impressive turnout of tiny tots and tweens went on to show that there is a 'star in every home'.

Mr. Shital Mehta, CEO Pantaloons said, "Pantaloons Junior Fashion Icon is a tribute to the children of today by India's favourite family fashion destination—Pantaloons. Today's children are quite discerning and style conscious, Pantaloons Junior Fashion Icon provides a platform for kids to showcase their talent and flair for fashion."

Contestants were divided into three age groups of 4-7, 7-11 and 11-15 years. It was a proud moment for the parents to see their little fashionistas strut their way to stardom, fitted out in the very latest of Pantaloons' spring-summer denim and casual wear collection from exclusive in-house apparel brands—Poppers, Chalk, Bare and Ajile.

Cheering them on, were a panel of judges comprising popular fashion and entertainment industry icons, the likes of Bollywood dance choreographer - Saroj Khan, ex-Mrs. India International - Richa Sharma, Bollywood Radio Jockey - Anurag Pandey and Bengali actress - Sonika Chauhan.


Every age group comprised two winners and two runners-up— for boys and girls category respectively. Moreover, winners were also declared under the 'Best Smile and Most Photogenic' categories. The kids, too, enjoyed showing off clothes that defined their style.

Pantaloons houses 10 apparel brands for kids, including six of its own exclusive brands. These include Chirpie Pie for infants between 0-2 years of age, Chalk for little boys and girls between 2-7 years of age, and Poppers, Bare and Ajile for kids between 7-16 years of age. Besides these, Akkriti also has an exciting range of ethnic wear for kids between 2- 12 years of age.

Promising a chance to be famous, winners of the event will also get a chance to be the face of future Pantaloons kids' campaigns and promotions.

Pantaloons Junior Fashion Icon Winners

Zone	Age Group	Names of Winners	City
West	4 yrs. - 7 yrs.	Ms. Zoya Mehta	Mumbai
		Rishabh Gohel	Mumbai
	7 yrs. - 11 yrs.	Anushka Pawar	Pune
		Krish Chavan	Baroda
	11 yrs. - 15 yrs.	Aditi Rawat	Pune
		Mitanshu Rajpura	Ahmedabad
East	4 yrs. - 7 yrs.	Harliv Kaur Kohli	Ranchi
		Rajveer Pandey	Kolkata
	7 yrs. - 11 yrs.	Sukriti	Patna
		Priyansh Khaitan	Kolkata
	11 yrs. - 15 yrs.	Ananya Sen	Kolkata
		Warren Craig Stark	Patna
North	4 yrs. - 7 yrs.	Nitanshi Goel	Noida
		Parth Agarwal	Delhi
	7 yrs. - 11 yrs.	Simra Ali	Lucknow
		Maulik Chopra	Delhi
	11 yrs. - 15 yrs.	Siddhi Singh	Allahabad
		Pratham Dikshit	Delhi
South	4 yrs. - 7 yrs.	Swathi Bhat	Mangalore
		Anush K.S.	Bangalore

	7 yrs. - 11 yrs.	Saloni Mathur Purab R. Jain	Hyderabad Chennai
	11 yrs. - 15 yrs.	Riya Yuvraj	Bangalore Bangalore



PJFI winners in the West Zone, Aditi Rawat (Top right) & Rishabh Gohil (Top centre) ooze confidence, sporting Pantaloons exclusive brands (casual range)



Harleev Kaur Kohli (5 yrs) from Ranchi in the East Zone was the winner of the PJFI and Vaishnavi Swadha was adjudged the runners-up



The young ones in the 4 – 7 years age group in the South Zone won over the judges with their high levels of energy and enthusiasm on stage



Winners from the North Zone flaunt their PJFI trophies