

Men's fashion secures an Annual Showcase with Van Heusen India Men's Week 2009

29 July 2009

- *FDCI's initiative positions India as the 4th Fashion Capital for menswear in the World*
- *Leading Designers to participate*
- *Van Heusen Emerging Designer of the Year Contest announced*

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 at a press conference today. After a decade of successful India Fashion Weeks, FDCI is ready to explore the growing potential of men's fashion in India in partnership with Van Heusen, India's leading lifestyle brand. The 'Van Heusen India Mens Week' positions India as the 4th Fashion Capital of the World to host an independent Men's Week.

'Van Heusen India Mens Week' will be held in New Delhi from 11 to 13 September 2009 at The Grand and will feature 15 shows and over 20 exhibitors. It promises to be a world class event showcasing the very best of Indian talent. 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.

Elaborating on the need for an independent forum for men's fashion, Sunil Sethi, President, FDCI, said, "Men are active participants and contributors to the growth of fashion today, who have moved beyond deciding their favourite colour of ties and socks to actually cultivating loyalties for designers and lifestyle brands. Menswear dominates a larger per cent of branded apparel sales in the country and is said to be growing at a CAGR of 15 per cent. The 'Van Heusen India Mens Week' aims to give menswear designers a structured impetus and the much needed platform to tap this potential of men's fashion in India."

Speaking on the growing market for menswear in India and Van Heusen's alliance with the forthcoming India Men's Week, Mr Shital Mehta, COO, Van Heusen, said, "From the early 90s, Van Heusen has not only taken the lead in establishing the ready-to-wear segment in men's work-wear, but has also constantly brought international fashion to the Indian consumer. It was only logical that Van Heusen be the title sponsor of the India Men's Week, in its commitment to consolidate this position further."

The first edition of the 'Van Heusen India Mens Week' also provides a unique prospect to promising talent through the 'Van Heusen Emerging Designer of the Year Contest 2009 in association with FDCI'. The winner will not only be felicitated, but will earn a chance to showcase designs at the Fashion Week itself.

'Van Heusen Emerging Designer of the Year Contest 2009 in association with FDCI' is open for all students and professional fashion designers with experience of three years or less, starting 5 August 2009. Interested contestants can submit entries on the event website www.vanheusenindiamensweek.com or on the FDCI and Van Heusen websites. All

contestants have to submit three entries, outlining clearly the concept, material used, collection note, in full colour no later than 20 August 2009.

An independent panel of judges will be invited to shortlist the entries. Thereafter, three finalists will be requested to create the line based on the submitted sketches and according to model measurements provided to them. The three finalists will enjoy the privilege of exhibiting their line at the 'Van Heusen India Mens Week'. The jury will select the winner based on the presentation of the final line and felicitate the 'Van Heusen Emerging Designer of the Year' with a trophy and an appropriate reward at an award ceremony.

Excited about hosting the 1st 'Van Heusen India Mens Week', Harinder Singh, General Manager, The Grand assured the organisers, sponsors and all participants on the hotel's commitment towards making this event a success.

As the men's fashion space was a niche that demanded a top-class event, Creatigies Communications, the event's marketing partners are delighted with the creation of the pioneering property.

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 Men's 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.