

Van Heusen India Men's Week introduces the emerging designers of 2010

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Winners handpicked from 100 entries; FDCI encourages fresh talent

New Delhi, 28 August 2010: FDCI proudly presents its newest finds — Abhishek Byas and Yogesh Chaudhary, winners of the Van Heusen Emerging Designer of the Year 2010 contest.

The competition attracted close to 100 entries and was judged by some of the stalwarts in the field of design and industry, namely designer Wendell Rodricks and Nagesh C, Creative Director, Van Heusen. The winners were pitted against their immensely talented peers and were required to translate their creativity on paper into clothing. They successfully created inspired designs in accordance with model measurements and showcased their ability to match their vision with due diligence.

Abhishek Byas is a freelance designer and a graduate from NIFT Kolkata. Upon hearing the results, he was jubilant and said, “It is a great honour to be recognised by the biggest fashion trade event just for men and indeed a privilege to showcase my collection here.”

A student of NID, Ahmedabad, Yogesh Chaudhary’s joy knew no bounds as he emphatically stated, “I am delighted to receive this award since it marks the beginning of my foray into the fashion fraternity. I am overwhelmed at the opportunity to showcase my creations alongside stalwarts in the industry.”

The two winners will be given the privilege to exhibit their line on 28 August 2010, the second day of the Van Heusen India Men's Week. In addition to the winners, four designers — Prajwal Yashwant Badwe, Chandresh Nathani, Niteesh Vikram, Ridhi a Siddhi Mapxekar were acknowledged for their commendable performance.

Congratulating the winners, Mr. Sunil Sethi, President, FDCI said, “FDCI has always encouraged new talent and it gives me great pleasure to welcome two remarkably gifted gentlemen like Abhishek and Yogesh into the fashion fraternity’s fold. We can expect great things from them and I hope that we continue to unravel such gems through this initiative, in the years to come.”

The Van Heusen Emerging Designer of the Year Contest 2010 in association with FDCI was conducted between 15 May and 30 June 2010, for students and professional fashion designers with a combined experience of three years or less. Selected contestants were asked to submit their entries on the event website vanheusenindiamensweek.com. All participants were required to submit three entries clearly outlining the concept, material used, and collection note in full colour. An independent jury deliberated over 100 entries received from fashion institutes across the country, before selecting the winners.

Fashion Design Council of India (FDCI): A not for profit organisation, FDCI is the apex fashion council of India. Represented by over 300 designers, FDCI takes Indian fashion global by promoting the 'business of fashion'. For details visit fdci.org

About Van Heusen: Van Heusen is the world’s No.1 dress shirt brand. In India, 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 in the country. 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 them accessible to the Indian consumer. For more details, visit vanheusenindia.com