

Van Heusen India Mens Week announces 17 runway designers

Strengthens its commitment to men's fashion 27-29 August, The Grand, New Delhi

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The Fashion Design Council of India announced the names of 17 designers, who will showcase the latest trends in menswear, at the Van Heusen India Mens Week 2010. The event is scheduled between 27 and 29 August 2010. The 17 designers on the runway comprise a powerful combination of established and emerging names, who will market Indian men's fashion to domestic and international consumers. The fashion trade event will exhibit the very best of Indian menswear designer talent, cementing India's position as the fourth fashion capital for menswear in the world.

Designers showcasing at the Van Heusen India Mens Week 2010:

- :: Anky by Ankita & Anjana Bhargav
- :: Ashish N Soni
- :: Karan Johar with Varun Bahl
- :: Manish Malhotra
- :: Manoviraj Khosla
- :: Narendra Kumar
- :: Raj Gayani
- :: Rajesh Pratap Singh
- :: Rohit & Abhishek
- :: Rohit Bal
- :: Rohit Gandhi + Rahul Khanna
- :: Samant Chauhan
- :: Sanchita Ajjampur
- :: Shantanu & Nikhil
- :: Troy Costa
- :: Vijay Arora
- :: Wendell Rodricks

Mr. Sunil Sethi, President, FDCI said, “Designers are at the forefront of the fashion revolution and constitute the core of the fashion industry. We expect some defining trends in men’s fashion to be set this year, which you will witness during Van Heusen India Mens Week. The response received so far from the designer fraternity has been overwhelming. I wish all the participating designers the very best as they gear up to participate at the Van Heusen India Mens Week 2010.”



Mr. Shital Mehta, Chief Operating Officer, Van Heusen said, “We are tremendously excited with the platform we’ve been able to create for men’s fashion in India. The response to the second edition of the Van Heusen India Mens Week from designers has been exceptional; one only needs to look at the line up for this year to understand that. What’s more, Van Heusen is working closely with some of them to make designer fashion accessible to a larger audience.”

About the Fashion Design Council of India: 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 www.fdc.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 was launched in 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 been witness to these changes, has been ahead of the curve in forecasting emerging trends and making them accessible to the Indian consumer. For more details, visit www.vanheusenindia.com