

Debonair on the runway

Over 250 participants at The National Model Auditions – Male Van Heusen India Men's Week. 2-4 September, The Grand, New Delhi

14 July 2011

A score of talent heated up competition and raised the bar for men's fashion as the runway was thrown open for the auditions of Van Heusen India Men's Week 2011. Buoyed by the success of the second edition, Fashion Design Council of India (FDCI) has scheduled the third edition of the Van Heusen India Men's Week from September 2-4, 2011 at The Grand, New Delhi. The event is expected to witness participation from some of the leading lights of the men's fashion industry.



The applicants for the model auditions had to meet selection criteria of 5 feet 11 inches and above, and came from various parts of India, with large representation from Mumbai, Delhi, Chandigarh, Jaipur and Pune.

Mr. Sunil Sethi, President, FDCI, said, “Van Heusen India Men's Week 2011 provides young male models an opportunity to prove their talent. The number of participants wanting to associate with the Men's week is increasing every year, making VHIMW one of the largest platforms for talent identification and recognition. The event will not only witness participation from the best fashion designers of India but also bring the best from the modeling industry. For the first time we will be choosing over 20 debutant models, which is relatively a large number.”

Says **Mr. Shivaraj Subramaniam, Marketing Director, Van Heusen**, “The model auditions for the Van Heusen India Men's Week provides the perfect platform for both upcoming and established male models to put their best foot forward. The third edition of the Van Heusen India Men's Week is an exciting platform for new talent to be discovered.”



Our distinguished jury

Jury members who have been designated the crucial task of choosing the final models and the future stars of the Indian ramp include **Ashish Soni, Aparna Bahl, Gautam Kalra, Jamal Shaikh, Namrata Joshipura, Naveen Ansal** and **Rohit Bal**.

The esteemed jury selected models on several attributes, such as their confidence, attitude and physique.

What our jury had to say

Rohit Bal, said, “We want our models to convey a sense of confidence in every step that they take. Great clothes need to be combined with necessary poise for a stellar performance.”

Ashish Soni, said, “We are looking for models with proportionate physique, a good torso and lower body ratio.”

Namrata Joshipura, said, “A great model should have a combination of three things – a great body, charming face and an impressive walk.”

Aparna Bahl, said, “An unusual face, with a proportionate physique and a great walk.”

Naveen Ansal, said, “A good male model needs to have an attractive personality. He may not be conventionally good looking but needs to be fit and grab attention.”

Gautam Kalra, said, “A relaxed walk and appropriate body measurement.”

Jamal Shaikh, said, “A face that conveys emotion and a pleasing personality.”

FDCI and Van Heusen came together in 2009 to change the dynamics of the Indian fashion landscape by successfully organising the first exclusive fashion week for men. The third edition of the Van Heusen India Men’s Week marks the continuing commitment of the two

esteemed organisations towards pioneering a new era in men's fashion in the country and introducing the best influences of the fashion scene in the West to the Indian audience.

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. 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.