

Design and Innovation Academy presents Zubair Kirmani at Van Heusen India Men's Week 2011

3 September 2011

New Delhi : Design and Innovation Academy presents the menswear collection showcase by designer Zubair Kirmani at the Van Heusen India Men's Week 2011.

Born and brought up in the divine valley of Kashmir, Zubair's design reflects the beauty and purity of simple uncomplicated garments with immaculately clean lines with cautious and vigilant attention to detail - the garments reflect the touch of comfort and versatility. His signature style can only be described as unique - fusing together both contemporary minimalisms with classic heritage.

Zubair's collection spells rigor. The geometric purity of lines and Indian approach echoes a rational palette of black, orange, grey in which sophisticated handloom fabrics in different blend reigns supreme for garb in an elegant design, the synthesis of aesthetic research and functionality. With attention to detailing, his garbs put the accent on intricate embroideries, planned patchworks, colors blocking and geometric patterns and not to miss the use of shibori. This time his new language of fashion; The "Clean cut" look is being interpreted by his collection, a classic that has been updated with modern flair. His collection will witness Nehru collar achkans, contemporary jackets, t-shirts, shorts, shibori trousers and shirts have been deeply influenced by fine detailing reminiscent of the royalty & utmost luxury.

Design and Innovation Academy is proud to be the "Institutional Partner" with Van Heusen India Men's Week 2011, Asia's biggest business of Men's fashion event which will yet again showcase the best impulses of the men's fashion industry offering three enthralling days of inspiration, inventiveness and imagination aligned with prolific business opportunities.

Mr. Vinay Santuka, Dean - Planning and Development, Design and Innovation Academy said, "It is the first time that we have associated as the Institutional Partner with the VHIMW. The sole idea to associate was to get the education quotient to such a huge event."

Design & Innovation Academy was established in the year 2005 as the Academy of Fashion & Jewellery Design, with an objective of providing design education. Over a period of time the Academy has evolved and matured as an institute sustaining multiple design specializations like fashion, textiles, jewellery, interior, multimedia & animation as well as retail management. DIA is now poised to become as one of the best design institutes in India comparable internationally.

DIA's perspective is global, as reflected in the international scenario and diversity of the entire community. Our students come from various background and nationality. We recognize that a high level of diversity necessitates a flexible and practical approach to learning. Our flexible schedule enables students to expedite their academic progress and can also help working professionals to complete their education without interrupting their career.