

Jothi K awarded Van Heusen Emerging Designer 2011
3 September 2011

Selected from over a 100 entries, FDCI promotes young talent



New Delhi, September 3, 2011: FDCI announced Jothi K, a NID Ahmadabad graduate as the Van Heusen Emerging Designer of the Year for 2011. This initiative is aimed at fostering and promoting emerging talent within the fashion industry. Jothi's collection is inspired from the German School of Architecture.

The contest was open to students over 18 years and professional fashion designers with an experience of three years or less. The entries drew close to over hundred applicants registering for the most coveted designer's title. An independent jury deliberated over

the entries received from fashion institutes across the country, before deciding on the final winner.

Mr. Sunil Sethi, President, FDCI, said: "FDCI has always encouraged new talent. I am delighted to see an increase in the number of applicants this year. Jothi K, the winner of Van Heusen Emerging Designer has proved her mettle and wowed the jury. I wish her all the best."

Mr. Shivaraj Subramaniam, Marketing Director, Van Heusen said, "The only mens fashion week in India brings the best in men's fashion and to take it forward we have the new and upcoming designers who I am sure will be a force to reckon with few years hence " The winner of Van Heusen Emerging Designer of the Year 2011, Jothi K said, "I would like to thank FDCI and Van Heusen for providing young designers an opportunity to showcase our talent. Such platforms play an important role towards shaping our career within the dynamic fashion industry."



Fashion Design Council of India: A not for profit organization 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