

Seventeen debutant models to scorch the ramp at Van Heusen India Men's Week

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Fashion Design Council of India (FDCI) ushers in a new wave in men's fashion scenario with the onset of the forthcoming edition of Van Heusen India Men's Week (VHIMW). Seventeen new faces, shortlisted after a grueling all India audition held in the capital in July, will be introduced on the runway this season. These young men will match shoulders with some of the industry's leading male supermodels at VHIMW, one of the four focused men's fashion events in the world.

Unveiling the names of the lucky 17 newest male models on the scene, chosen at the all-India model auditions for Van Heusen India Mens Week 2011:

1. Akshit Brar
2. Ankit Raj
3. Arya Bhatt
4. Danish Qayoom
5. Honey Makhani
6. Krishna Chaturvedi
7. Kuldeep Samant
8. Puneet Beniwal
9. Ravinder Kuhar

10. Romey Singh

11. Shekhar Singh

12. Sulabh Kalra

13. Sumit Grewal

14. Sumit Sejwal

15. Taher Ali

16. Uday Sandhu

17. Yashwant Singh

The audition included multiple rounds; the contestants were evaluated on the basis of confidence, fitness and attitude on the ramp. Seventeen strapping young men were chosen by an eminent jury comprising designer Rohit Bal, designer Namrata Joshipura, choreographer Aparna Bahl, Editor, *Men's Health* - Jamal Shaikh, leading stylist Gautam Kalra, interior designer and page three regular Naveen Ansal and designer Ashish Soni. The winning models were handpicked from over 250 participants who had signed up.

Announcing the winners of the audition, Sunil Sethi, President, Fashion Design Council of India said, "Van Heusen India Men's Week 2011 provides young male models a platform to prove themselves and enter the highly competitive modeling industry. The number of participants wanting to associate with the Men's Week is increasing every year, making VHIMW one of the largest talent hunts in the Indian fashion scene. The event will not only witness design contribution from top Indian fashion designers but also have some of the finest models walking for us."

Mr. Shivaraj Subramaniam, Marketing Director, Van Heusen said, “In just its third edition, VHIMW has become a serious platform for men's fashion, and as a natural extension, for male models. In keeping with our philosophy of encouraging talent from across the country, this edition will see very interesting faces, and backgrounds. We are looking forward to their performance on the ramp”.

What our new models had to say!

Yashwant Singh: *“I am ecstatic to have been selected for Van Heusen India Men’s Week. It was always a dream to walk the ramp and now it has come true. I had given it a shot last year but somehow it didn’t materialise then. It’s truly a kick start in my modeling career where I will get to showcase the country’s best designer wear. This is indeed a great platform for young aspiring models like me who have ambitions to make it big in life.”*

Taher Ali: *“I am very excited to be a part of Van Heusen India Men’s Week. It is a platform where male models are noticed and appreciated. It is a pedestal which gives an immense boost to a model’s career as it opens several other windows of opportunities”*

Romey Singh: *“This is a wow platform to evolve and grow as a model. I couldn’t have asked for more!”*

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