



FDCI president Sunil Sethi (left) says Manish Arora has infused colour into bridal designs



COME July and it's countdown time to the next season of fashion. The initiation ceremony into twines and twirls of glossy tulle, satiny silks and plush velvets begins with India's most prestigious and credible fashion event in the country—India Couture Week 2014.

In the wake of runway fervor, I choose to set aside fashion fatigue for a moment and look at the glass half full and what comes to the fore is a burgeoning industry that has extended itself beyond boundaries of couture or prêt; where Indian designers command the same prices as world renowned international fashion houses and where fashion has given a boost to parallel and complimentary industries brimming with talent of models, set designers, make up artists, hair stylists, choreographers, photographers and performing artists.

Behind all the hype and hoopla is an entire machinery of professionals. Amongst them, one man tirelessly makes it all happen year in and out. Sunil Sethi is not only

Get set for Couture

President of the FDCI but he is also the man behind the scenes who makes fashion work like clockwork. In a candid conversation Sethi reveals the inner dynamics that goes into putting together a couture extravaganza.

Sethi reveals that, "the designers have an extremely positive competitive spirit amongst one and other when it comes to the event. This is because India Couture Week is not only a B to C (Business to Customer) model but also a B to B model, as the countries leading multi designer stores place orders based on the collections showcased at the event. Couture Week sets the mood, palette and dictates the trend for the upcoming

festive season and also bridal trends. This event has given birth to a pool of talent including models, choreographers and fashion photographers to name a few."

The "all-new edition" of India Couture Week has Shree Raj Mahal Jewellers as the title sponsor & Logix Group as the associate sponsors and promises to be a fashion destination that breaks away from the old formula with improvised and innovative methods of showcasing. Sethi reveals, "This year we will present collections that

go beyond the regular format. We will have press previews, cocktail previews for exclusive groups limited to a hundred or so people, larger than life sets and offsite shows.

This time, designer Rohit Bal is doing a cocktail preview for a select crowd. We will retain Delhi as a base and extend ourselves to other cities after the event as well."

India has a plethora of talent and India Couture

Week seeks to showcase this in a clear and credible manner where opportunity is given both to vet-

eran names and emerging talent. Sethi speaks rather candidly stating, "I cannot afford to differentiate between what is known as star talent and emerging talent, I cannot be partial to a group of designers from a particular city over another city."

When it comes to talking about other fashion weeks in the country that portray themselves as "couture" or "bridal" destinations, Sethi minces no words, "some people (designers) just never learn from their choices and often give greater significance to commercial aspects. For them their commercial interests weigh more than the aesthetic, ethical and creative platform which FDCI offers."

Rohit Bal is doing a cocktail preview for a select crowd at the upcoming India Couture Week. Other big names are also taking part