

# Lots in a name

The Fashion Design Council of India's decision to rechristen Delhi Couture Week to India Couture Week has positive ramifications for those in the business of couture

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In a move to put an end to the policy of compartmentalising designers from Delhi and Mumbai, the Fashion Design Council of India has in a calculated move decided to give the Delhi Couture Week an exclusive pan-Indian identity by altering its name to India Couture Week.

The initiative to rechristen the fashion week has positive ramifications for those in the business of couture. Firstly, the India Couture Week gives a sense of pride to all the 10 participants. Moreover, it encourages overseas buyers to spend liberally on garments endorsed and created by the who's who of the Indian design fraternity, including Rohit Bal, Sabyasachi Mukherjee and Rina Dhaka.

This move has gladdened Mumbai-based designer Manish Malhotra, the darling



**STITCH IN TIME** *The designers taking part in India Couture Week*

of the A-list of Bollywood actors, as the Delhi Couture Week was earlier seen as giving step-motherly treatment to those hailing from outside Delhi. "The name changing has given me a feel-good-factor," says Manish, who chose to be discreet about his collection and which actor will be a showstopper.

The celebration of fashion slated to be held in the Capital between July 15 and

20 will in all likelihood spring a surprise for fashionistas and garment experts with the likes of Rohit Bal, Rina Dhaka and Anju Modi certain to come up with out-of-the-box ideas and interpretations of ideal contemporary dresses for the jet-setting modern men and women.

Some have got down to business straightaway. Jewellers sponsoring the couture week claim that some of the 10 big names in

the fashion firmament are working closely with them. According to FDCI president Sunil Sethi, the rationale of giving a new name to the fashion week has been made to prevent segregation of designers according to the cities they belong to. "In the past, we had enough of this distinction between Mumbai-based designers and Delhi-based couture experts. Now, no more debates on whether Delhi is the fashion capital."

This year, the FDCI extended the fashion week to six days to give sufficient time to our 10 designers and the sponsor to showcase 12 events. "We understand that couture needs lot of time and attention. Also, the set has to look beautiful every time a designer unveils his or her collection."

Not one to mince words, Rohit Bal says with the conviction of a veteran that he is only competing against

himself. "Each one of us has his or her individual style. It is just a matter of reinventing ourselves."

As for his collection, the wise man prefers keeping the content of his collection a closely guarded secret. And he has valid reasons. "As of now I do not have a collection. Well, I would be scrutinising what all I prepared over the past few months and then selection will be made appropriately," says Rohit, with a smirk.

Anju Modi has enough on her plate and would have to take time out from designing costumes for filmmaker Sanjay Leela Bhansali's historical drama *Bajirao Mastani*. But she is clear that dresses highlighting the grandeur of Maratha rulers will not be showcased in the fashion week.

Other designers are Varun Bahl, Anamika Khanna, Gaurav Gupta, Manish Arora and Monisha Jaisingh.