

# SHREE RAJ MAHAL AND LOGIX GROUP TO SPONSOR INDIA COUTURE WEEK 2014

COUTURE FASHION LOGIX SHREE RAJ MAHAL by [EE News Desk](#) | on June 23, 2014 | in [News](#) | [Like it](#)



(L-R) Praveen Goel, Gaurav Gupta & Ashok Goel



Fashion Design Council of India (FDCI)'s India Couture Week is scheduled to be held in New Delhi from July 15-20, 2014 at the Taj Palace Hotel. The six day event will have new partnerships with **Shree Raj Mahal Jewellers as title sponsors, and Logix Group as its associate sponsors.** The event will showcase India's finest design talent in exclusive shows by top Indian Couturiers.

Announcing this association, **Mr. Sunil Sethi, President FDCI** said, "It gives me immense pleasure to bring you the 2014 edition of India Couture Week. After the roaring success of the past events, we at the FDCI are delighted to present an extravagant couture week. Our event is synonymous with luxury and we have the finest participation from Indian fashion fraternity."



We are proud to associate with **Shree Raj Mahal Jewellers** who's exclusive designer jewellery collection will be seen on the ICW runway; and **Logix Group** who will be coming up with a mall which will have a dedicated space for the fashion designers."

**Mr. Praveen Goel; CEO, Shree Raj Mahal Jewellers,** will be exclusively launching their collection of bridal jewellery, **Svara (Gold) and Sondaraya (Diamond),** at the India Couture Week runway on the last day of the event. The exclusive pieces of the bridal collection will also be exhibited at Taj Palace Hotel during the event. It is a customised, luxurious and extravagant collection of jewellery. Mr. Praveen Goel said, "Associating with FDCI gives us a fantastic opportunity to work with the top designers of the country. We will launch our 2 bridal collection Svara & Sondaraya for the bridal season through various fashion shows. Our team pushes the boundaries of creation, blending aesthetics with value, making it a full-fledged art in its own right, and at India Couture Week the nation's finest designers will be using our jewellery to adorn their couture creations. I am proud to be associated with this FDCI event and look forward to an overwhelming response."



Speaking on the occasion **Mr. Shakti Nath, CMD, Logix Group** said "We are pleased to launch Logix City Center Mall during the India Couture Fashion week 2014. The six-day fashion week event will eyewitness the grand launch of The Logix City Centre Mall. The Logix City Center Mall is located at **the nodal point of Noida City Center.** The Logix City Center is coming up with **screen state of art multiplex PVR entertainment** as well as **first Imax of Northern India.** The Mall will also have the **largest hypercity** to provide truly international shopping experience, where customers can shop in comfort in a large, modern and exciting environment. Many international brands outlets will be there in the Mall to offer a complete range of apparel and lifestyle accessories to cater every lifestyle need. There will be a dedicated area called **Destination Couture** in the City Center mall for Indian and International store."

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