

Taste of opulence

The India Couture Week will showcase the best of crafts on ramp



Fashion Design Council of India's (FDCI) six-day India Couture Week (ICW) will be held at the Taj Palace Hotel from July 15.

In a preview, a coterie of Indian designers, all masters in high-end couture, were in attendance to recreate the magic of luxe design and celebrate the opulence of Indian couture. "It gives me pleasure to bring you the latest edition of the couture week. The fashion week is synonymous with luxury and we have the country's top talent which would be showcasing their magic on the ramp soon," said Sethi.

The fashion week has undergone a rejig with the introduction of a new logo, title and sponsors. The number of days for the event has also been increased from five to six with the final day dedicated to showcasing exclusive bridal jewellery pieces by the title sponsors on the runway. Also, this time 40 per cent of the participation is by the designers who are based out of Delhi, and hence the event's name has been changed to India Couture Week.

The participating designers are Anamika Khanna, Anju Modi, Gaurav Gupta, Manish Arora, Manish Malhotra, Monisha Jaising, Rina Dhaka, Rohit Bal, Sabyasachi Mukherjee and Varun Bahl.

Clad in a dapper ethnic outfit, with his blue *bandhgala* jacket grabbing quite a few eyeballs, ace designer Manish Malhotra shared how the couture week has been special to him.

"It has been instrumental in my standing in Delhi," he admitted.

Anju Modi told us that she will be designing for Sanjay Leela Bhansali's *Bajirao Mastani*. "I always work extensively with the Indian craftsmen. So, actually I'll be traveling back in time and creating something period," she said. Designers remained tight-lipped about their collections.

