

The Vimal Masters Assemblage - Finale & Foundation of the Forum of Vimal Master Craftsmen

The Vimal Masters Assemblage comes to its Finale on the 13th April, 2007 at the Taj Palace Hotel, New Delhi.

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The Vimal Masters Assemblage comes to its Finale on the 13th April, 2007 at the Taj Palace Hotel, New Delhi. This follows the first two rounds of rigorous training of top Indian suits craftsmen by one of the top Italian fashion designers, Mr Maurizio Bonas - under the aegis of Vimal, the fabric brand of Reliance Industries Limited - Textile Division.

This Finale will bring together all these top suits craftsmen and their Italian-styled jacketing creations for an assessment by eminent faculty of NIFT, NID and Pearl Academy of Fashion, in consultation with Mr Anand Parekh, President, RIL - Textile Division and Mr Maurizio Bonas.

The Finale would also witness the Foundation of a new body, the Vimal Master Craftsmen Forum - to be coordinated by RIL - Textile Division. The event would then end with the high point of the evening - a fashion show organized by Vimal in association with Maurizio Bonas to introduce the latest Italian trends and fashions designed by Mr Bonas.

The Vimal Master Craftsmen Forum has been conceptualized as a premier body of the top suits craftsmen of India who are the opinion leaders of high-end international formal fashion in our men's wear market. This Forum has been envisioned to be an elite membership of talented suit makers from all over the country skilled in the art of crafting fashionable Italian suits and jackets. These members would benefit from continued exposure to the latest fashion trends that the Forum would bring. Further, they would also have privileged access to quality trims and accessories

Therefore, the Forum would help in ushering in the new movements, thinking and trends of global men's formal fashion and would expose Indian suit craftsmen to the challenges and complexities of the global formal fashion scenario. Thus paving the way for forward fashion in the Indian men's formal fashion scene.

The previous interfaces were in mid-November 2006 and in early-February 2007 in four Indian cities - Mumbai, Delhi, Kolkata and Bangalore. The Italian maestro had shared his knowledge and tips on the fine art of making the perfect Italian jacket and its essential difference from the English-styled jackets that we Indians have been wearing so far. To get them to appreciate this difference, he had made the Indian suits craftsmen design their versions of the Italian jacket. In addition, he had also dwelt on the importance of understanding the fabric, using the requisite accessories such as linings, trims, fusings, buttons, etc.

Most importantly, he also gave his views on the forthcoming trends in the modern Italian jacket in terms of fabrics and colours. In this respect he introduced an absolutely new concept in men's formal fashion wear - the SHIRT JACKET - in keeping with the fluidity and seamless nature of modern Indian life. The shirt jacket is the right jacketing garment for the Indian climate as it is unlined, light to carry and comfortable to wear. It can work as the right kind of travel and corporate wear as it is easy to carry around and maintain.

This innovation would be a precursor of the new tidings by Vimal for the modern man.

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For more information, Please contact:

Manu Dagar

PR Consultant - ImageCraftz

9899587792