

Global Fashion Trends from Vimal

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Vimal Master Craftsmen Forum held a special show for an interface with Master Craftsmen at Taj Palace Hotel here on July19, 2007. In this show the Italian Master Designers, Mr Maurizio Bonas and Mr Fragapane Salvatore, who had specially come to give a new boost to designing of fashion for men, put across the idea of how different fabrics can be used to create trendy garments for the new generation of young people. Emphasis was on designs of Italian suits and jackets. About 25 Master Craftsmen from this region attended the presentation and workshop.

"The new logo is ready and will be unveiled when we open our new shops in the end of next month," said Vimal Textiles Vice-President,(Marketing) Chetan Desai on this occasion.

The Forum was formed on April 13th, 2007 by Reliance Industries Limited - Textile Division with the primary objective of introducing the 'Fashion Forward' movement in the Indian men's formal fashion market. The purpose of this Forum is not just to usher in the new movements, thinking and trends of global men's formal fashion; but also to expose Indian suit craftsmen to the challenges and complexities of the global formal fashion scenario, thus propagating the 'Fashion Forward' movement in the Indian men's formal fashion scene.

This Forum was formed after three rounds of rigorous training sessions of the top Indian suits craftsmen by one of the top Italian suit designers, Mr Maurizio Bonas - under the aegis of Vimal, the fabric brand of Reliance Industries Limited - Textile Division.

The Vimal Master Craftsmen Forum is all set to blaze a new path in the Indian men's formal fashion scene. This interaction is all the more unique, due to its emphasis on the practical aspect of suit-making - a truly first-time event in India.

Brand Vimal

Vimal, Reliance's textile brand is one of the oldest, most popular and iconic brands of India. The two words - Only Vimal - are testimony to this popularity of Vimal.

Launched in 1980, Vimal is well-known as a brand that positioned itself as a premium men's wear brand and went on to make itself a fashion brand using celebrities (living legends, actors and cricketers) as endorsers for the first time. Along the way, Vimal became famous for making fashion available to the masses across the country through its wide range of synthetic fabrics.

A trendsetter and an innovator in the Indian textile market, Vimal's expertise has been amply demonstrated by its continuous milestones. With a substantial manufacturing capacity, Vimal had always possessed the wherewithal to manufacture a range of shirting fabrics, worsted fabrics and synthetic fabrics for apparel, suits and trousers.

Vimal has the ability of producing the finest suiting in the world using super fine wool count (from 80s to 120s) and blending the same with superfine polyester and other specialty fibres, like

Cashmere, Angora, Mohair, Linen, Bamboo and Soya.

In addition, Vimal also enjoys the milestone of exporting the largest amount of worsted fabric globally to well-known brands like Levis - Dockers, Haggar, Nautica, Perry Ellis, Oscar de la Renta - to name a few.

Today, Vimal is in the process of re-inventing itself to appeal to the contemporary consumers -younger aged men across the country. Vimal would position itself in an appropriately young, trendy and premium manner to connect with this audience.

In this reinvention, Vimal would utilize its simple and evocative baseline 'Only Vimal' and its haunting musical signature tune, to its best advantage.

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