

The Mega Fashion Extravaganza Begins

A Unique Fashion Experience bringing all aspects of fashion to city; Renowned Fashion Designers & Trend Setters showing the future in fashion

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A **three** days **Mega Exhibition** based on one of the fastest growing industry, FASHION INDUSTRY, featuring talented National & International Fashion Designers, Jewellery Designers, Giants from Fashion accessories, Health & Beauty Specialists, Bedroom Fashion, Fashion Photography experts, traditional & cultural art designers and a troop of fashion oriented woman entrepreneurs and manufactures will flaunt their wares at '**FASHION WEEKEND - 07**', opened for the first time in this industrial city of **Ludhiana**, on **14th September 2007** at **Hotel Maharaja Regency**. This maga show will continue for Three days, from 14th Sept to 16th Sept 07.

On the very first day, this **MEGA EXHIBITION** is thronged by large number of people, especially Ladies, from all walks of life and who keeps them updated with changing fashion trends. People not only from Ludhiana but from other cities, like Jalandhar, Amritsar & Chandigarh also visited the show to have an first hand experience of latest in Fashion Industry. One of the visitor to exhibition from Chandigarh, **Mrs. Neelam Dogra** said, '**We are here to shop for our daughters marriage, scheduled after some time. Earlier we used to go to Delhi to find something new & routine stuff, but We are really happy to see very different & unique kind of Jewellery & dresses (especially Bridal wear) here, so, have decided to do our most of the shopping from here only. Truly speaking we are happy to have such kind of Mega Show here which is equivalent to any other international Show.**'

The event for the City of Ludhiana and the only one of its kind in Greater Punjab region and is reflecting the woman entrepreneurs, manufactures, consumers and all other growth oriented modern woman. It is also providing a platform to them & interact with each other on a personalised and meaningful level.

This **MEGA EXHIBITION** have Official sponsors as : **Dainik Jagran** as Print media Partner, **94.2 My FM** as Radio Partner and **Langoors-a true Indian brand**, as main Sponsor.

It will surely shift up the gear and grab a larger piece of global fashion oriented people, both buyers & sellers, and ultimately will boost the sales. **FASHION WEEKEND 07** - will showcase **Prêt-a-Porter** (ready-to-wear), **Haute Couture** (one-of-a-kind designer original), **Traditional & Western Collections** and **Bridal Fashion Wears**. the **Haute Couture** creations consisting of every indispensable prerequisite of fashion, from a large contingent of renowned exhibitors especially leading woman fashion designers, all under one roof. This would also provide them a platform to expand their operations.

" We have a large contingent of participants from all over India converging at this juncture to celebrate the true Saga of Fashion, making the event a veritable showcase of every indispensable prerequisite of fashion world " says **Mr. Maninder Sethi, Director, Excelsior PR**.

The exhibition will surely draw the attention of people from all walks of life.

FASHION DESIGNERS & DESIGNER WEARS :

This is one of the largest contingent of this Mega Show where designer wear clothings are on display not only from well-known local market but also from other parts of the country :

Adity Boutique, Babi Grewal, Jajobba from Mumbai, Bombay Collection, Harleens Ensemble, Manish Ahuja, Micky Chhabra, N & B Creations Pvt. Ltd. by Neenu Sekhon, Nona's Exclusif (Pakistani Concept), Sagar Mehra , Studio Smita by Neelam Malhotra, Studio MG - Rupali Kapoor, Soumya-Anupam from Kolkata , SVAP and Vibrrant.

SVAP - An Italian brand and having outlets all across india , is showcasing its latest high quality fashion products at the most reasonable prices. Its collection consists mainly of - Italian Designed Western Tops with Italian fashion jewellery like necklaces ,ear rings, bangles with combination of Indian Designer collection of Kurtis, Suits and Sarees by Designer **Ms Aparna Arora**.

Soumya- Anupam, another **Kolkata** based designer & a NIFT (National Institute of Fashion Designing) graduate, who specializes in well crafted **saris and suits** designed with the unique techniques of mix matching of different fabrics, layered and patched on to give a different dimension to the look. The soft hues of color to create their well styled and impeccably fitted **Silhouettes**. The designs cater to all kinds of age groups having an eye on design and wanting to be styled. Their wide range of saris and suits speak the language of making a difference."

N & B Creations Pvt. Ltd. by Neenu Sekhon : Established in year 1993, this name '**Neenu Sekhon**', stands as one of the most respected names in Punjab Fashion with the label N & B Creation retailing at premier up market in India as well as abroad. Her collection includes **Haute couture** and **prêt** with the blend of print based concept, fine quality of hand embroideries and printing, vast heritage of rich textiles and exquisite embroideries. One can truly feel the Royalty of Fashion & essence of Rich Indian culture.

Besides all domestic names **LAILA'S ART** from **PAKISTAN** will showcase their collections.

To add more to the list, also from Ludhiana, **Ablaze Studio & Designer Boutique** , will surely attract the buyers from their wide range of ethnic yet contemporary Indian wear to pick from.

Also in **FASHION ACCESSORIES** category, **ANZ Designs, Black Box, Manisha Dawar, Glitter Wrap, Sundance by Alka Bali** will display new trends.

HOME FURNISHING AND CONSUMER GOODS :

In the name of Home Furnishing Brands like **Langoors, Rumi Fabrics, Jesia, Dawn to Dusk, Siaram Arts and Balaji Creations** gave a wide option of home furnishings like cotton/ silk hand-woven ikat and handloom textiles in ethnic and traditional motifs for home furnishing like curtains, bedspreads, cushion covers mattress cushion in different sizes.

Kashmir Traditions, yet another known name in Kashmiri Handicrafts, embroidered textiles, High Quality Designer Pashmina, Carpets Silk Oriental Rugs, Handmade Tapestry, Wall Art, Decorative Cushions, Chain Stitch rugs, designer upholstery and curtain fabric.

FASHION JEWELLERY :

In the name of Fashion Jewellery - **Ashniki , Babli Jewellers, Arihant Silver and Fashion Jewellery, Oro Jewels, R S Jewels**. Also in Diamonds & other Precious Gems category : **Sparkling Hues** & city based **Voila Jewels** will enthrall the visitors with their new & latest collection & designs.

FASHION PHOTOGRAPHY :

This is yet another important part of the Fashion Industry. The renowned **VAHOO PHOTO COLOURLAB** will showcase the new dimension of Fashion & Wedding Photography.

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Excelsior is an Advertising, PR and an Event Management company based in Ludhiana. We provide a complete range of integrated marketing and public relations services including research, strategic planning, creative development, media planning and placement, media relations, corporate communication, literature design and production, event planning and management across Punjab, J&K. Creativity, originality, innovation, these words are the essence of our being as a family of professionals. We are driven by a deep-seated commitment towards creativity and originality. Being an creative and innovative company with a zeal for producing campaigns that make a significant difference to our client's business, we try to understand our client's attitude and perception and make campaigns best suited to his personal and organizational personality. This combined with the clarity in our work structure, and the market research that we do, enables us to come up with sound strategic decisions. The driving force in our work is a deep-seated commitment to excel our clients' expectations as well as our attitude towards our clients, whom we see as more than business deals. More than us, it is the results we deliver that speak. We don't just desire excellence - we implement it. For us the concepts of originality and creativity are just part of work, things we take naturally. What we pride ourselves about is the understanding we seek with our clients, that 'extra something' which makes all the difference. We are driven by results and responsibility. Being accountable for our campaigns, we put our hearts and souls into creating them. Since the time of our inception, we have managed to win over the trust of many esteemed clients. We emphasize on building long term relationships rather than cut and dried deals. Our goals and aims revolve around: · Hard hitting creativity backed by concept innovation. · Market expansion · Personalised and focussed services to clients. · Brand Building and Retention. · Complete agency services involving Advertising, PR and Event management

For Further Information, Please Call :
Mr. Maninder Singh Sethi.
98761-00047.

For more information, Please contact:

Sarbjit Singh
Executive PR - Excelsior Public Relations
01614632280
092163-2250101615023431

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