

When first impressions count

Style and glamour are what every bride to be seeks as only she knows that first impressions count. With this in mind this season for the Bride Show, Rakhi and Vandana have brought together seduction and simplicity in a way only they know how.

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For the third year running Rakhi and Vandana will be showcasing their collection and adorning brides to be at the The Bride Show in Dubai 23-26 April. The middle east market is growing and the indian flavour for fashion and aesthetics is now a global phenomenon. Both Rakhi and Vandana have sensibilities that cross boundaries making their label a true reflection of fusion, Vandana adds 'through our international exposure and presence in Dubai we are trully able to bring a together the fusion of east and west whilst meeting the needs of women from the middle east'.

'Our designs do not just reflect fashion trends but also translate styles for the individual markets hence our growth in Dubai sees us coming back year on year', said Rakhi.

The Bride Show in Dubai is a prestigious event on the calendar for many designers from India and market is buoyant. This year Rakhi and Vandana's collection reflects the international demand for individual style statements come catch a glimpse on stand 1B05.

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NOTES to editors:

1. Images are available of the collection on request
2. The brand has been established since 2004
3. The Bride Show is the Middle East's **largest and most prestigious bridal exhibition A** one-stop-shop for everything you need to organize that perfect day
4. 23 to 26 April 2008 at the Dubai International Exhibition Center!

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