

Triumph International Showcases Autumn Winter Collection 2008 - Announces Indian Winner of Triumph Inspiration Award

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Lingerie specialist, **TRIUMPH INTERNATIONAL** showcased their **AUTUMN WINTER COLLECTION 2008** in a dazzling fashion show at the F Bar in Ashoka Hotel in the capital today. They also announced the Indian Winner of the **TRIUMPH INSPIRATION AWARD (TIA)**. The Indian winner will compete with finalists from over 25 countries at the World Finale to be held in Beijing, later this year.

The evening saw well known **models** donning the **Autumn Winter Collection 2008** as well as the winning designs of the Triumph Inspiration Award. The fashion show was choreographed by **Lubna Adams**. Renowned personalities from the **Fashion Fraternity** were present at the occasion. The evening reflected the elegance and workmanship of the TRIUMPH designs.

The winner of the Triumph Inspiration Awards was chosen by an eminent jury at the venue itself from the shortlisted contestants. The eminent panel of the jury comprised prominent names such as **Tapur Chatterjee** - Model and **Juhi Babbar** - Actress, Director and Costume Designer, **Mr. Aneesh Trivedi** - CEO of Banyan Tree Communications had also been a prominent anchor.

While unveiling the **Autumn Winter Collection** **Mr. Thorsten Allenstein** - GM & Country Head (India and Sri Lanka), **Triumph International** said *'The lingerie industry in India today is pegged at about Rs. 20 Billion. We plan to provide Indian customers with a varied and exclusive selection of the latest designs from our international team to ensure that our products here are at par with the latest trends.'* While announcing the winner of the TIA he added ***'I am overwhelmed with the number of entries we received for the TIA from across the country as well as the quality of work of these young and upcoming designers. Today we have announced the Indian Winner who will represent India in the International Finals and stand a chance to win Euro 15,000 and the design being produced commercially. I wish the winner all the luck. A limited addition of the collection will be produced and sold throughout our own stores worldwide.'***

Divyanka Bedi, a design student from Raffles Design Institute, Mumbai was declared the Indian Winner of the TIA. Titled 'Lady - Ivy', her design captivated the jury because of its innovation, creativity and sensuality.

Triumph Inspiration Award

Fashion and design students from more than 25 countries - from Finland to South Africa and from Japan to Israel - are competing in the first 'Triumph Inspiration Award' (TIA), a global design competition created by lingerie specialist Triumph International. The Award challenges students from prestigious international design schools to create a conceptual showpiece set, comprising an underwired bra and brief, dedicated to a special design motto. In its inaugural year, the design motto focuses on 'Female Fascination'.

The winner of each national competition will automatically qualify for the international final, where he or she will have the opportunity to present their piece to an internationally

renowned jury. The international winner, who will be chosen in the summer of 2008 by distinguished experts from the fields of design, fashion and media, will be offered a unique opportunity: in addition to pocketing a cash prize of Euro 15,000 he or she will see their

showpiece adapted and interpreted by the Triumph design team, leading to series production of the set. The finished product, including special hangtags, will be produced and sold as a special limited edition in selected Triumph stores worldwide. It will also be part of a specially decorated shop window celebrating the Award. The lucky young creative will have the chance to be internationally recognized as an-up-and-coming talent - a rare opportunity for young designers at the beginning of their careers. The second and third place winners will receive Euro 10,000 and Euro 5,000 respectively.

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About Triumph

Triumph International is one of the world's largest underwear manufacturers. The company enjoys a presence in over 120 countries with its core brands Triumph®, sloggi®, Valisère® and HOM®. Triumph employs more than 42,000 people and achieves a turnover of CHF 2.4 billion (2006).

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You can also visit www.triumph.com for more information.