

News monitored for: Lakme Fashion Week

Bombay Times

London designers to take the Mumbai

Mumbai Fashion Week does a first by selecting two London-based designers in their GenNext category for the upcoming season,



Models take a bow on the ramp at a previous season in Mumbai

For those who thought fashion weeks are only about glamour, gossip and catfights then think again. It's about hardcore fashion business and tremendous amount of planning. And that's what Mumbai Fashion Week has proven to do season-after-season, affirm the fashion heads. Gearing up for the Festive/Winter season (17-21 September), the advisory board of the Mumbai Fashion Week which also includes new names of designers Manish Malhotra and Anamika Khanna recently decided upon two London-based designers — Jelin George and Ruchika Sachdeva, in the GenNext category apart from other Indian designers. Says Manish Malhotra, "Being on the advisory board is a refreshing process because we get to see a whole



September shows will be about celebrating Indian festivities in clothes

— Anil Chopra

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ramp

writes Nimisha Tiwari

of fresh talent. We sat right from 11 am to 5 pm to sieve through 172 GenNext and 92 Emerging designers entries. And finally selected six GenNext and seven Emerging designers, the two London designers includ-

like last season, Goan fashion veteran Wendell Rodricks will mentor the GenNext lot.

Anil Chopra, Advisor on the board said, "India has a huge market for festive apparel as festivals form an integral part of our culture. Keeping in mind the potential of the market and addressing the need for the season, there will be a fine focus on Winter/Festive for the coming season and will extend itself onto the ramp this season."

Sujal Shah said, "The Mumbai Fashion Week has pioneered the GenNext and Emerging platforms, which are aimed at discovering and nurturing fashion design talent in India. It was a challenging task to shortlist the best talent as the entries were distinct and competitive."



Amazing fresh talent from across the country and abroad

— Anamika Khanna



We selected 6 GenNext and 7 Emerging talents out of so many entries

— Manish Malhotra

ed." Kolkata-based designer Anamika Khanna too seemed impressed with the entries which came in not just from India but also from Dubai, London, Kowloon and Dhaka. Just

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