

FASHION FORWARD

On the Ramp - Spring Summer 2016

Sequences on the ramp during IHGF Delhi Fair illustrated the strength and potential of Indian fashion jewellery and fashion accessory manufacturers.

Pragya International showcased their hand embellished evening dresses with floral prints and colour effects, hand crafted by women artisans from Delhi. Also showcased were hand crafted beaded jewellery, ethnic evening wear and formal wear. From Studio Saloni there were hand embellished apparel and jewellery. In keeping with the Spring Summer 2016 theme, dominant colours included papaya, mango yellow and pink rose. Another presentation highlighted Pragya International's bold stripes and citric colours for Spring Summer 2016 with all summer, silk resort/ beachwear and related accessories. Beads Kingdom presented tribal jewellery- with gold matt finished hammered textured (forged) collections as well as inlay of irregular shapes of stone celebrating the spirit of ethnicity with cuffs, chokers and rings; PNR Crafts Pvt. Ltd. promoted buffalo leather- hard waxed, travel bags, satchels, sling bags, etc.

Friends International and Sini Jewels collaborated to present beaded jewellery and colorful scarves. A wide range of headbands, necklaces, bracelets and earrings were displayed.



Hand embroidered jewellery and Indian ethnic wear like silk shawls accentuated the grace of the show. Another sequence showed collections from Beads Kingdom. They displayed metal forged bracelets and assembled beads' necklaces. Their spring collection displayed multicolored stones that added to the metal designs. Another sequence had collections from a Jaipur based company called MB Exports.





Their beach theme in bags and artisanal footwear used a technique that displayed underwater patterns in a predominant mint green bordered by fine leather. All bags like golf bags, casual bags, travel bags, hand bags and sling bags displayed soothing colours, in sync with their theme. The designer of the company shared that the increase in number of stalls has also increased the competition, offering more options to buyers. She was elated with the fact that buyers have appreciated their designs and they have already signed three contracts. Additionally, this ramp show thereby gives

them a good opportunity to connect to their target audience. Other participants at the ramp presentations were Vishal Handicrafts, New Delhi; Veva Fashion, Jaipur; Kohli International, New Delhi; Azero Export Pvt. Ltd, Mordabad; Allia Impex, Moradabad; and Hitaichi KK Manufacturing Pvt. Ltd, Kolkata; Ahuja, Delhi and many others.

Most of the exhibitors who participated in the ramp presentations also come together at EPCH's Indian Fashion Jewellery & Accessories Show (IFJAS), an international trade platform held at the Expo Centre in July. ■

