

Lakmé Fashion Week



By Shweta Ramsay

Lakmé Fashion Week (LFW) is jointly organised bi-annually by Lakmé, a cosmetics and beauty services brand and IMG, a global event production group. LFW has been conceived and created with a vision to 'Redefine the future of fashion' and integrate India to the global fashion world. The LFW Winter/ Festive 2010 was held from September 17 - 21 at the Grand Hyatt Hotel in Mumbai. Over 25,000 visitors are said to have attended the event.

Anil Chopra, CEO, Lakmé (Hindustan Unilever) said, "LFW is a trade event and a facilitator between the designer and the buyer. With every season the platform is rapidly



Anil Chopra

expanding its reach by tapping potential talent and inviting buyers from across the globe. The recently concluded season, LFW Winter/Festive 2010 witnessed an increase in designer applications and buyer registrations. The season marked an enormous increase of 66 per cent in designer applications as compared to last season and garnered 210 international and domestic buyer company registrations, an increase of 36 per cent."

Commenting on how the LFW Winter/ Festive 2010 is different from previous editions of LFW, Chopra added, "This year has been of great significance, LFW took the lead with a ground breaking strategic shift, tailoring its seasons to

increase focus on domestic markets. LFW Winter/Festive 2010 showcased a lot of new initiatives like the 'Gen Next 5 Year Show' celebrating the spirit of 'Defining the Future of Fashion' and five years of the Gen Next platform. This season celebrated the presence of renowned designers like Manish Arora and Ritu Kumar for the first time on the LFW runway."

An offsite show by Narendra Kumar at Tote was a new addition to LFW's array of innovative displays. Celebrated designer, Malini Ramani presented the 'Lakmé Grand Finale' with a new theme 'Gypsy Collection' dedicated to the Lakmé 'Gypsy' collection while Lakmé Studio and Catwalk by TIGI teamed up once again for a special show by designer Arjun Saluja to launch the Catwalk by TIGI 'Sleek Mystique' collection in India.

"For the first time, LFW has tied up with a fashion trade portal called Fashion and You as its official online Retail Partner to further the business of fashion using E-Commerce. The unique collaboration has enabled LFW to facilitate trade for budding Gen Next and Emerging designers through a special 'Launch My Line' space created on the portal in addition to targeted sales events promoting all LFW designers," added Chopra.

Sponsor Associations

There were totally 12 sponsors supporting the LFW Winter/ Festive 2010. Sujal Shah, Vice President and Head of Fashion IMG – India said, "Brands are interested in as-

Winter/Festive 2010



Sujal Shah

socializing with LFW because they see an opportunity to deepen their engagement with their target audience through LFW. LFW's media reach provides sponsors with cost effective ways to market their brand as brands today are moving away from traditional advertising communication and are moving towards brand associations and alternative marketing channels. We have a strong set of existing sponsors, and we evaluate new partnership opportunities each season. LFW is constantly looking at new verticals for potential partnerships that derive value for both the sponsor and LFW."

Several activations were held during the course of the fashion week. This year, along with designer stalls displayed at the venue for buyers there were also exclusive lounges created by Aircel and Kingfisher. Himalayan spa lounge provided visitors with foot massages and other treatments.

Joining the LFW family as an Associate Sponsor for the first time was Mobile Services provider, Aircel. The brand plans to deepen its engagement with its consumers at Lakmé Fashion Week by taking fashion to the first screen of Indian consumers which is the mobile phone.

Alongside Hotel Grand Hyatt- Mumbai, the official venue and hospitality partner other supporters at the LFW Winter/

Festive 2010 were ŠkodaAuto, Philips, Killer Jeans, DHL, iNIFD, Kingfisher, TrešMode and Stylekandy.

Business of Fashion

The LFW Winter/ Festive season 2010 had 74 designers. LFW further continued the strategic shift and increased its focus on the current season requirements, promoting business of fashion in the country. This season showcased trends specially catering to the discerning festive buyer, while addressing the fashion requirements of the fashion fraternity.

Shah stated, "LFW Winter/Festive 2010 saw a mix of International and domestic buyers. International buyers came from the USA, UK, Germany, Moscow, South Africa, Kuwait, Bahrain, Beirut, Dubai, among other cities from Europe, Asia, and the Middle East. This season, we had 210 buyer companies registered, which is a 36 per cent increase over last season. Nearly 25 per cent of these were from overseas."

There were 172 designer applications in Gen Next and 92 in the emerging category. The submissions came from a total of 34 cities across the country such as Mumbai, Delhi, Kolkata, Ahmedabad, Jaipur, Chandigarh, Bangalore, Hyderabad, Surat, Noida, Udaipur, Kochi, Lucknow, Ludhiana and Rishikesh. Gen Next and Emerging platforms also received submissions from London, Dubai, Dhaka and Kowloon. An increase in applications was seen from outside Mumbai of 66 per cent compared to the previous season.

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Off Gulmohar Road, Andheri (West)
Mumbai - 400 058. India
T - +91 22 3212 9149

Branch Office - New Delhi
607 - 609, Somdutt Chamber - 2,
Bhikaji Cama Place, New Delhi - 110 066. India
T - +91 11 4767 6000 / 6060
F - +91 11 4767 6066



“IMG owns and operates fashion events around the world and in fact IMG models represent the world’s top models, leading designers and the most influential photographers, art directors and stylists globally. Through its wide area of network worldwide and expertise IMG brings down the best design tal-

ent and forges partnerships with leading brands. In India, IMG jointly organizes and promotes LFW with HUL. IMG manages the sponsorship acquisitions and relationships. LFW facilitates brand and designer tie-ups via introductions based on the needs of the sponsor. In a sponsor and designer tie up for a show, the relationship is strictly between those two entities once the introductions are facilitated,” explained Shah.

Shows and Highlights

The LFW Winter/ Festive season 2010 had over 20 shows. The LFW commenced with Manish Malhotra’s show on September 17. The show was sponsored by Aircel to promote the ‘Save the Tiger Initiative’. The collection was presented using red and blue, the colours of the Aircel logo.

Manish Arora presented his collection sponsored by Philips. The collection had a futuristic art deco and Manish Arora displayed creativity bringing forth an inspirational mix of futuristic style with a robotic feel. The show opened with an impressive laser and audio display featuring the world class products of Philips.

Lakmé Studio presented a show titled ‘Glamour of Catwalk by TIGI’ and launched the ‘Sleek Mystique’ collection in India. The show focused on a line inspired by the Budo rebellion of the Japanese underground.

Four accessory designers namely Eina Ahuwalla, Malini Agarwalla, Rohan Arora and Suhani Pitte, presented a show together. They showcased miniature jars, vases, bottles, brocade, bags, potlis, jholas, jewellery and more.

Designer, Neeta Lulla celebrated her silver jubilee in the business of fashion and unveiled a powerful glamorous collection with Bollywood star Sridevi as the showstopper.

The LFW Winter/ Festive 2010 culminated with the Lakmé Grand Finale wherein designer Malini Ramani showcased her collection called the Gypsy Collection.

Models auditions

The model auditions at the LFW serve as a remarkable platform to launch new and young talent. The model auditions are an integral part of LFW’s commitment to continuously provide a foundation for new and emerging talent. This season saw 63 talented Indian and international female models turn up to the LFW Winter / Festive 2010 audition. The aspirants were evaluated by a distinguished panel of judges comprising of Narendra Kumar, Monisha Jaisingh, Sheetal Mallar, Marc Robinson, Farrokh Chothia, Nonita Kalra and Sujal Shah. Models were judged basis of their attitude, confidence, poise and individuality on the ramp. After two rounds of short- listing by fashion industry experts, four models namely Anjali Raut, Anuradha Nayudu, Marcela Rodrigues and Reyna Leyva were selected to be a part of LFW’s this season.

Workshops

As a run-up to LFW, workshops were conducted aiming to inspire young designers and aid them to succeed in being commercially viable and explore all possible avenues that facilitate business of fashion.

The workshop was organised in collaboration with the International Institute of Fashion Design (INIFD). The day long workshop explored the buyer and designer perspectives on various facets of the ‘Business of Fashion’. The forum was divided into three sessions– The Buyer, The Designer Perspective and the Future of the Business of Fashion.

Shah commented, “The Fashion Workshop was not only a creative outlet but also brought light to the role of market forces and strategies adopted by the industry to conduct successful trade. Nearly 200 young designers and students had the opportunity to listen to and interact with industry heavyweights from design, buying, public relation and academia.”

Landmark Event was involved in the management of the lights and sound for the over all event, including all shows. Avantii Arts was the consultant for permissions and licenses for the event.

Set and Stage

The set and stage for the Grand finale was managed by Effects Tech. Sarosh Patel, Director, Effects Tech said, “This was our third consecutive year to be associated with LFW and with every coming year our responsibility has kept on increasing. Effects Tech was initially associated only with few aspects in 2007, but in 2008 we bagged the finale show. This season of LFW had around 20 shows out of which we manage six to seven of the biggest and most elaborate setups.” Commenting on the grand finale, Patel said, “The design for the finale was the brainchild of Suman J. The concept revolved around illusions and multiple images. In order to achieve the look we used several LED screens and mirrors. For the shows managed by us the sound and lights are managed by Landmark Event and AV by Chirag audio visual.” [exm](#)

KBC 4 launches in



Sony Entertainment Television (SET) announced the launch of Kaun Banega Crorepati, with Amitabh Bachchan taking over the hosting duties from Shah Rukh Khan who hosted the previous edition on Star Plus. Big Synergy, the Siddhartha Basu-led production house that launched the show in India, is producing the show in this edition as well.

NP Singh, COO, Sony Entertainment Television, said, "At Sony Entertainment Television, we have always believed in offering our viewers the best in entertainment. We are pleased to bring KBC - a format owned by our parent company (SPE) to the Indian viewers. Once we decided to launch the show, the only name which came to our mind was that of Amitabh Bachchan."

The audition took place in August 2010, with Amitabh Bachchan asking one question on the channel for 10 days. Each question had four options and also information on how to send in the responses.

Post this process; the final short-listed candidates were invited to any of the six ground audition centres in Mumbai, Delhi, Kolkata, Ahmedabad, Lucknow and Nagpur. The entire selection process will be closely monitored and vetted by select auditors. The entire information will be collated and the final selected candidates will get to play the 'fastest finger first' with Bachchan on the show.

Sony Entertainment Television roped in Seventy Seven Entertainment to handle the on-ground auditions for the big-ticket property, Kaun Banega Crorepati 4. Going the on-ground route for the first time, the auditions consisted of a written test and interview panel.

Commenting on the marketing plans for the show, Danish Khan, Vice President and Head of Marketing, Sony Entertainment Television, said, "Marketing and promotions for the show were scheduled in a phased manner. We began with a series of promos to inform the audience that KBC 4 is coming on Sony, which was followed by the announcement of opening of telephone lines. Following the on-ground auditions, we have undertaken a complete 360-degree marketing plan to announce the telecast of the show."

Shortlisted candidates from the phone-in round were called for the auditions in six cities between September 1 and 9, 2010.

SET organized a press event as part of the announcement of the new edition of Kaun Banega Crorepati. The game show was announced with a newer, more entertaining format to members of the press. Seventy Seven was also mandated the responsibility to manage the press event and conceptualized a unique engagement as part of the event.

style



The objective of the press event was to communicate the new aspects of the show. The new season of KBC will have a final winning prize money of five crores. Also, the format has changed a little with two new lifelines being added. Amitabh Bachchan was present for the launch as well to communicate these new aspects to the audience.

Khan commented, "We wanted to give the press a little experience of the game show, which was our brief to Seventy Seven. What they came up with was an outstanding, entertaining and interactive manner of communicating the new format of the show. "

In order to effectively communicate what the show would be about, an interactive format was used to engage members of the press right from the invitation stage of the event. Manoj Gopalani, Director, Seventy Seven, added, "The invite carried a password in it through which invitees could participate in a contest online. All participants that gave the correct answer in the contest were made part of the lucky draw from which one final winner was selected to play a round of the game with Amitabh Bachchan at the press event."

The press conference was made to replicate the sets of the show and an actual round, as it would be played on the show, was played with the member of press. The round was designed such that all the lifelines could also be put to use, which facilitated the proper communication of the change in format.

This interaction and game show round was followed by a formal question and answer session with the host of the show, Amitabh Bachchan and representatives of SET.

Commenting on the success of the press event, Khan concluded, "I think the objective of what we needed to communicate was fulfilled in the most entertaining and engaging way. What's better is Mr. Bachchan himself commented that it was one of the best media events he has attended!" **exm**



Making a statement

Kingdom Of Dreams



By Shweta Ramsay

Kingdom of Dreams is a unique initiative by The Great Indian Nautanki Company, a joint venture between Wizcraft International Entertainment and Apra Group of Companies. It is being pitched as India's premier live entertainment and leisure destination built in Gurgaon and was officially launched by Brand Ambassador Shah Rukh Khan with the play Zangoora on September 21, 2010 to the public. The Kingdom of Dreams prides itself on its ideal location at the apex of the golden triangle of Jaipur, Agra and Delhi.

Commenting on the initiative, Viraf Sarkari, Director, Wizcraft International Entertainment said, "India is a country with great culture, color, heritage and fantastic music. We have so much to showcase but we lacked world class facilities that could showcase all these elements of India. We wanted to create a Kingdom that one would see only in their dreams, therefore Kingdom of Dreams had to be grand and opulent. Kingdom of Dreams will be targeting local NCR residents, domestic visitors, corporate, international visitors and tourists."

Promotional Plans and Revenue Expectations

Spread across nine acres of land, Kingdom of Dreams has four distinct entertainment zones called Culture Gully, Nautanki Mahal, IIFA Buzz Café and Showshaa Theatre. Each of these zones offers a unique proposition. The ambitious concept aims to offer theme-based entertainment experiences of international standards and promote Indian culture to Indians and visitors from across the globe.

Sarkari stated, "In order to promote the Kingdom of Dreams we have a 360 degree promotional plan. We are promoting the venue extensively by advertising it on print, TV, internet, outdoor and radio. We are also participating

at various Indian and international travel trade fairs all over the world. We have recently appointed Shah Rukh Khan as our Global Ambassador so we also plan to feature him as the face of our campaign. We expect 1000 people to visit our venue every weekday and 3000 people to visit the venue on weekends."

Prior to the official launch of the Kingdom of Dreams, sections of the venue such as IIFA Café and Culture Gully were open to public. Certain movie promotions were also held at the IIFA Buzz Café.

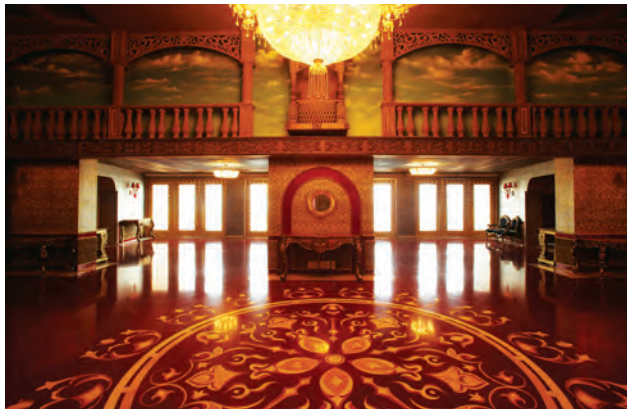
Sarkari added, "At the Kingdom of Dreams, our revenue comes from food and beverage sales, sale of Zangoora play tickets, rentals of Nautanki Mahal for several events, sale of tickets for other shows and sponsorships. We expect Culture gully and Nautanki Mahal, each to generate 40 per cent of our revenue. From other events we expect generate the remaining 20 per cent."

The whole Culture Gully Zone will not be available for rent but some of the outlets at Culture Gully could be available on rent. Nautanki Mahal could be booked for national and international events and seminars.

Commenting on the rates of rental, Sarkari added, "The rental costs depends completely on the number of hours it is required for and what facilities are required by a client."

The Premier show: Zangoora

Zangoora, The Gypsy Prince is the first Bollywood musical to be enacted at the Kingdom of Dreams, and premiered at Nautanki Mahal on September 21, in the presence of Shah Rukh Khan. The show features some of the best faces of the Indian film and television industry in lead roles like



Hussain Kuwajerwala and Gauhar Khan amongst others. The musical has been designed, scripted, composed and produced with the best of Indian and International talents. The Music for the play has been composed by Shankar-Ehsan-Loy, the script has been written by Javed Akhtar, choreography has been handled by Shiamak Davar and costumes have been created by Neeta Lulla.

Coming Soon

Commenting on the special attractions planned for the festive season, Sarkari said, "We are planning series of special events for various Indian festivals at the Kingdom of Dreams. Soon we will have a nine days celebration for the Navratri festival which will be followed by a huge fireworks show for Diwali. Later in the year we will also have a special Christmas carnival and a big New Year bash."

Features

Spread across nine acres of land, Kingdom of Dreams has four distinct entertainment zones called Culture Gully, Nautanki Mahal, IIFA Buzz Café and Showshaa Theatre, each offering a unique proposition.

The architect group who constructed Kingdom of dreams was Naren Kuwadeker and Associates. The architect and project management was handled by Sandersons Group India and the Thematic Design and Art Direction for the venue was managed by Omung and Vanita Kumar Bhandula from Blue Lotus Productions.

The mission of the company is to develop first-class venues of international standard for Indian performing arts, to develop captivating theatricals and musicals of quality which will showcase and promote Indian culture and performing arts capturing the imagination of international as well as domestic tourists.

Culture Gully

Culture Gully was inaugurated by Priyanka Chopra on July 31. Culture Gully is one of the core attractions of Kingdom of Dream with India's first ever skydrome. Spread over 100,000 square feet, the gully offers an experience of a busy Indian street showcasing India as a delightful destination to savour the best of local cuisines, sample many of India's renowned handicrafts and enjoy live performances by traditional artists. The Culture Gully also presents a magnificent Indian

carnival showcasing 14 states of India.

IIFA Buzz Café

Overseeing the Culture Gully is the IIFA café. This is the second IIFA Buzz Café to open after establishing one at the Mumbai Airport.

On August 30, Salman Khan and the cast of Dabangg launched their movie at the IIFA Buzz Café at Kingdom of Dreams. The next launch scheduled is that of the movie Anjana Anjaani which will be followed by other movie launches in the future.

Nautanki Mahal

Nautanki Mahal, is a 4D theatre designed and conceptualised to offer magical experiences. At a time the Nautanki Mahal can accommodate 900 visitors. Nautanki Mahal was inaugurated by Shah Rukh Khan, Global Ambassador of Kingdom of Dreams; Kumari Selja, Minister for Tourism and Ministry for Housing and Urban Poverty Alleviation; Chhagan Bhujbal, Deputy Chief Minister Maharashtra and Praful Patel, Minister of State for Civil Aviation.

Showshaa Theatre

The Showshaa Theatre presents a kaleidoscope of drama marquee spotlighting ancient Indian epics and mythology, mock wedding shows and the great Indian talent circus. The Showshaa Theatre can accommodate 350 visitors at a time.

