

## **Van Heusen India Mens Week launches new faces on the runway**

August 20 2010

27-29 August, The Grand, New Delhi

**20 August 2010, New Delhi:** Fashion Design Council of India (FDCI) announced the names of 11 emerging faces, who will walk the ramp at the second edition of the Van Heusen India Mens Week . The models were shortlisted on the basis of auditions, which took place on 8 and 13 July, in New Delhi and Mumbai respectively. These fresh faces will match shoulders with some of the industry's leading male models and add to the vivacity of the event, bringing the total number of models to 32.

The models were chosen by a jury of very experienced judges based on several attributes such as confidence, physique and attitude with which they presented the outfits. The selected models were handpicked from the hundreds of models selected by a jury that comprised Mandira Bedi, Rahul Dev, Rohit Bal, Manoviraj Khosla, Varun Bahl, Rohit Gandhi, Anjana Bhargav, Nayanika Chatterjee, Rocky S, Bhavna Sharma and Alison Kanuga.

Announcing the winners of the auditions, Mr. Sunil Sethi, President, Fashion Design Council of India said, "We have always stressed on the importance of introducing fresh faces. Van Heusen India Mens Week 2010 aims to provide talented young male models with the right kind of opportunity to showcase their skill sets. We organised model auditions at New Delhi and Mumbai to ensure that we reach out to a wider base of talent. It gives me immense pleasure to see the multicultural talent that has emerged from across all corners of the nation."

According to Mr. Shital Mehta, COO, Van Heusen, "We feel a sense of satisfaction and happiness that the Van Heusen India Mens Week provides an important launch pad for budding talent in the country. By providing the right kind of opportunities and grooming, we are confident that Van Heusen India Mens Week will promote some of the finest talent on the runways."

The 11 new faces chosen for second edition of the Van Heusen India Mens Week are:

- Hrishant Goswami
- Sulabh Kalra
- Ravinder Kuhar
- Danish Qayuum
- Ankit garg
- Karan Singh
- Sanjeev Kumar
- Sidharth Rawal
- Romey
- Neil Katiyani
- Puneet Beniwal

**Fashion Design Council of India:** A not-for-profit organisation FDCI is the apex fashion council of India. Represented by over 300 designers, FDCI takes Indian fashion global by promoting the 'business of fashion'. For details visit [www.fdc.org](http://www.fdc.org)

**About Van Heusen:** Van Heusen is the world's No.1 dress shirt brand. In India, it is also the country's No. 1 premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category in the country. The brand epitomises 'fashion for the corporate', and its design driver is the combination of fashion and elegance. Since its launch in 1990, Van Heusen has consistently tracked and understood the Indian male. In the last two decades the clothing preferences of Indian men have undergone many stages of evolution. At each turning point Van Heusen has stood witness to these changes, and has been ahead of the curve when it has come to forecasting emerging trends and making them accessible to the Indian consumer. For more details, visit [vanheusenindia.com](http://vanheusenindia.com).