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Superstars walk the runway at 'Mai Mumbai' with Naomi Campbell Fashion For Relief stealing the limelight at Lakme Fashion Week

Lakme Fashion Week, pioneers in the premium fashion and trade event in India for ten years, once again presented one of the most unique fashion events in the history of the industry in the country - 'Mai Mumbai' Fashion for Relief Charity Show at Lakme Fashion Week Fall/Winter 2009. The event was held to raise awareness and funds for Citizens for Justice and Peace, in a show of solidarity against the 26/11 Mumbai terror attacks.

It was an evening that the fashion fraternity in India will never forget!

32 top Indian and International designers from around the world presented their creations on India's renowned celebrities at the 'Mai Mumbai' Fashion for Relief show at Lakme Fashion Week, presented by Vikram Chatwal Hotels.

The sensational Indian designer line up had Anamika Khanna, Anand Kabra, Anuj Sharma, Anupama Dayal, Arjun Khanna, JJ Vallaya, Lecoanet Hemant, Malani Ramani, Manish Malhotra, Nachiket Barve, Nandita Mahtani, Narendra Kumar, Nikasha Tawadey, Raghavendra Rathore, Rajesh Pratap Singh, Rakesh Agarwal, Rina Dhaka, Rohit Bal, Ritu Kumar, Sabyasachi Mukherjee, Sanchita Ajampur, Savio Jon, Varun Bahl, Vikram Phadnis and Wendell Rodricks.

The international creators were Anna Sui, Badgley Mischka, Carolina Herrera, Dennis Basso, Diane von Furstenberg, Dolce & Gabbana, Donna Karan, Isaac Mizrahi, Louis Vuitton, shoes by Manolo Blahnik, Matthew Williamson, Naeem Khan, Nanette Lepore, Oscar de la Renta, Roberto Cavalli, Ungaro, Vera Wang, Versace, Valetin Yudashkin, YSL and Zac Posen.

(Looks from the runway are being auctioned on eBay at http://shop.ebay.com/items/W0QQ_nkwZlakmeQ20fashionQ20weekQQ_armrsZ1QQ_fromZR40QQ_mdoZ the proceeds will be donated to Citizens for Justice and Peace.)

The super stars that graced the catwalk to thunderous applause from the audience were the well known names of India who were dressed to perfection by the designers. Bollywood stars including Deepika Pudukone, Farhan Akhtar, Kunal Kapoor, Rahul Bose and Mallaika Arora walked the ramp. From the world of fashion, India's very own supermodel Ujjwala Raut, and the country's first supermodel Madhu Sapre took to the runway, joined by Fashions first couple, Arjun Rampal and Mehr Jessie. Also modeling were Socialite Feroz Gujral, Jeweller Queenie Dhody and Best Selling Author Gregory David Roberts. MC for the show, heartthrob *Lakme and IMG's association with Fashion for 10 years



Fashion for Relief



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LAKMÉ
FASHION
WEEK
—10 YEARS—
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CJP
Citizens for Justice and Peace

to a million girls, Rahul Khanna, also rocked on the ramp along with the one and only Ramp Queen Naomi Campbell as the shopper of the “Mai Mumbai” show. The Mai Mumbai show was directed by the acclaimed Show Director - Anu Ahuja.

The stunning creations presented on the ramp were a variety of styles and ensembles that made a dazzling impact. *See attached list of Designer creations.*

The fantastic fashion event ended in a generous contribution from Hotelier Vikram Chatwal. He joined the platform for this worthy cause with the three organizing giants - Fashion For Relief, Lakme and IMG Fashion at Lakme Fashion Week. The generous contribution was handed over to Teesta Setalvad from Citizens for Justice and Peace (CJP) an organization founded by a group of Mumbai citizens like Alyque Padamsee, Javed Akhtar, Rahul Bose and more who among other initiatives have been working to provide relief and rehabilitation to victims of mass crimes including terrorism.

DESIGNERS AND CELEBRITIES ON THE RAMP AT MAI MUMBAI SHOW

Divided into four glamorous sections the Mai Mumbai fashion extravaganza compered by actor Rahul Khanna in a Narendra Kumar creation started with the BLACK COSTUMES when super model Naomi Campbell sashayed down the Indian ramp for the first time in a Vikram Phadnis followed by Vikram Chatwal in a stylish Arjun Khanna Jodhpur jacket.

After that it was a veritable feast for the eyes as Arjun and Meher Rampal wore Rohit Bal creations, Gregory David Roberts in Arjun Khanna and Princess Francoise in Araza Morelli, Rahul Bose in Narendra Kumar, Farhan Akhtar and Kunal Kapoor in Raghuvendra Rathore, Milind Soman in Madhu Jain, Feroze Gurjal in an Emmanuel Ungaro and Ujwala Raut in an YSL creation. Top Indian models wore Raakesh Aggarwal, Rohit Bal, Roberto Cavalli, Dolce and Gabana, Givenchy, Narendra Kumar, Badgley Mischka, Wendell Rodricks Sabyasachi, JJ Valaya and Vera Wang.

MULTICOLOUR COSTUMES

These were bright and colourful modelled by Indian ramp stars featuring the creations of Anupama Dayal, Rina Dhaka, Savio Jon, Nanette Lepore, Manish Malhotra, Oscar de la Renta, Anna Sui, Nikasha Tawadey, Valentine Yudashkin, Chloe, Nachiket Barve, Diane Von Furstenburg, Ritu Kumar, Anand Kabra and Malini Ramani.

PASTEL COSTUMES

*Lakme and IMG’s association with Fashion for 10 years

The logo for 'Fashion for Raddi' features the text in a white, stylized, handwritten-style font against a solid black rectangular background.The Lakmé Fashion Week logo consists of the words 'लक़्मे' and 'फ़ैशन वीक़' in a stylized, colorful font with a metallic or iridescent effect, set against a black background.The Lakmé Fashion Week 10th anniversary logo features the text 'LAKMÉ FASHION WEEK' and '-10 YEARS-' in a clean, sans-serif font, flanked by horizontal stripes in shades of red, orange, and yellow.The logo for Citizens for Justice and Peace (CJP) includes a stylized white dove with its wings spread, set within a blue circular emblem. To the right, the text 'Citizens for Justice and Peace' is written in a red, serif font.

Softly delicate in their styling this section was also filled with India's top models who wore the ensembles of Dennis Basso, Roland Mouret, Isaac Mizrahi, Anuj Sharma and Gianbattista Valli.

Finally the **METALLIC COSTUMES** were on celebs Madhu Sapre in Donna Karan, Queenie Dhody in Zac Posen, Malliaka Arora Khan in Versace, Deepika Padukone in Carolina Herrera and the queen of the ramp Naomi Campbell glided down the runway in a Sabyasachi glittering sari. Indian models too featured in this segment in creations by Varun Bahl, Anamika Khanna, Nandita Mahtani and Mathew Williamson.

The Mumbai Limited Edition designer T-shirts created by top Indian designers and worn by the celebrities and models, revealed each couturier's personal fashion statement with Manish Arora, Sanchita Ajjampur, Raakesh Aggarwal, Rohit Bal, Varun Bahl, Rina Dhaka, Leconet Hemant, Savio Jon, Anamika Khanna, Ritu Kumar, Anand Kabra, Nandita Mahtani, Vikram Phadnis, Raghavendra Rathore, Nikasha Tawadey, Wendell Rodricks and Sabyasachi creating knitwear of a dazzling kind which was a fitting finale to the evening's extravaganza.

About Citizens for Justice and Peace:

Citizens for Justice and Peace is a Mumbai based registered non-profit organisation committed to ensuring for transparency and accountability in governance and ensuring rehabilitation to victims of mass crimes. For more information on Citizens for Justice and Peace please visit www.cjponline.org

About Lakmé Fashion Week:

Lakmé Fashion Week (LFW) is a jointly organised by Lakmé, the No.1 cosmetics and beauty brand in India and IMG Fashion, global leader in the management and production of fashion weeks and designer fashion events. LFW has been conceived and created with a vision to "Redefine the future of fashion and Integrate India into the global fashion world". LFW is organized twice annually. LFW Fall Winter 2009 will be held on 27th to 31st March'09 at Hotel Grand Hyatt, Mumbai. For further information log on to <http://www.lakmefashionweek.co.in>

About Vikram Chatwal Hotels

When Vikram Chatwal threw open the doors of his first 'Hautel' The Time in New York's Times Square nearly 10 years ago, he redefined the surrounding neighborhood and in time, the 'boutique' hotel experience.

Not one to rest on his laurels, Vikram forged forward to create Dream, a new hotel experience that would eventually evolve into a global brand.

Always looking at the world from his own eclectic vantage point, Vikram is never content with the expected.

*Lakme and IMG's association with Fashion for 10 years

The logo for Fashion for Relief, featuring the words "fashion for relief" in a white, stylized font on a black background.The Lakmé logo, with the word "लक़्मे" in Hindi and "Lakmé" in English, set against a dark background with a colorful, abstract design.The Lakmé Fashion Week logo, celebrating 10 years, with the text "LAKMÉ FASHION WEEK -10 YEARS-" and a star symbol, flanked by colorful horizontal stripes.The logo for Citizens for Justice and Peace, featuring a stylized dove and the acronym "CJP" in blue, with the full name in red text below.

For his next entry to his collective of couture hostleries, he decided to take a turn towards the dark side and explore all things Night. A study in Gothic Gotham, Night again set the benchmark for how the traveling public thinks about hotels. Garnering his second nomination for the Hospitality Design Awards, Vikram and his hotels was gaining momentum and turning more than a few heads.

By 2006, the momentum had started to hit a fevered pitch and the Dream effort moved offshore to Thailand, where the now much lauded Dream Bangkok firmly took its place on the Conde Nast Hot List in its first year open.

Moving forward, Vikram Chatwal Hotels has a rigorous schedule of properties coming on line with Dream locations popping up in both hemispheres. Dream Cochin will mark the first of many properties to open in India when it appears on the scene this year on April 5th, soon to be followed by its newest brethren Dream South Beach in the sun drenched mecca of Miami.

Look for Vikram to dream up more Dreams soon in Los Angeles, Washington D.C, Toronto, Mumbai, New Delhi, Bangalore, Jaipur and Chennai.

About Fashion For Relief:

The first Fashion For Relief show was held in 2005 in New York City during Mercedes-Benz Fashion Week, and raised more than \$1million dollars for Hurricane Katrina relief. In 2007 the event was held in London and raised £1 million for the Rotary Flood & Disaster Appeal and last year Naomi teamed up with First Lady Sarah Brown in support of The White Ribbon Alliance.

Past participants and supporters of Fashion For Relief include: Vivienne Westwood, Tracey Emin, Cheryl Cole, Olympic heroes Rebecca Adlington and Sarah Ayton, Beyonce, Christian Slater, Claudia Schiffer, Erin O'Connor, Faye Dunaway, Iman, Jamelia, Jessica Stam, Kate Moss, Kelly Osbourne, Lily Cole, P. Diddy, Princess Beatrice, Rio Ferdinand, The Duchess of York, Tyson Beckford and many more.

About Lakmé:

The 'No.1 and expert' in the beauty industry, Lakmé continuously innovates to offer a wide range of, high performance and exceptional quality color cosmetics, skincare products, and beauty salons. In addition to leveraging Unilever's worldwide expertise, Lakmé also partners with the leading cosmetic house Milan-based Intercos Italia, Schwann Stabilo Germany and Paris-based Fiabila. Combining international cosmetics technology with an in-depth understanding of the Indian woman's needs, Lakmé offers its consumers a holistic 'Beauty Sutra' experience through its products and services at the Lakmé Beauty Salons. For further information log on to www.lakméindia.com

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*Lakme and IMG's association with Fashion for 10 years

Fashion for India

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