

FASHION CAPSULE FORAY INTO CHANDIGARH MARKET

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INVC NEWS Chandigarh,

Confident with the success of Fashion Capsule in New Delhi, she is all set to take the brand to other cities soon, starting with Chandigarh in April 2016. Fashion Capsule is a Luxury Exhibition that stocks the best of Designers from across India and brings forward the best of fashion apparel, accessories, home decor and more. We have successfully hosted many shows in Delhi and now for the first time are entering Chandigarh Media with the aim of ruling the fashionistas heart here. Chandigarh has always been City of Fashionistas where people follow fashion and Create fashion. It is the place for Trendsetters. I have always admired the fashion here and so I thought to introduce Fashion Capsule to Chandigarh. We are bringing different Designers like Shalini's Numaa'ish collections, Elysian by Gitanjali, Hera by AJ, Jewels & Nuggets from Nandeep Ghai , Cyrus Mathews and more. We are doing Press Conference to announce the launch of Fashion Capsule which will be attended by the most elite crowd of Chandigarh including the names like Paveela Bali, Roopika, Ramanjeet Bhullar, Manpreet Kaur, Veerpal Kaur, Ashima Kumar, Dilraj Sandhu, Pooja Talwar, Bela Sahgal and more. My fashion exhibition- Fashion Capsule is scheduled for 30th April & 1st May at Hotel Taj with the first time concept of 12 hour shopping from (11 am - 11 pm) being introduced in the City. Our show gonna be exclusive and will be the one stop solution for all Fashion worries.

Mallika truly believes in the words of Henry David Thoreau, who said - "Go confidently in the direction of your dreams. Live the life you have imagined." Coming from a family of successful business entrepreneurs,

Given her keen interest, education and experience in fashion and lifestyle she always dreamt of creating new and effective business opportunities for other established and upcoming designers and entrepreneurs in the domain. It was this spirit that led her to launch.

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Fashion Capsule.

Mallika's associates swear by her and her professionalism and her event management, marketing and promotional skills. Confident with the success of Fashion Capsule in New Delhi, she is all set to take the brand to other cities soon, starting with Chandigarh in April 2016.

ABOUT MALLIKA JAIN:

Mallika Jain is the proprietor of Fashion Capsule - a fashion and lifestyle shopping exhibitions brand. A one-day affair, Fashion Capsule is attended by the who's who of the Delhi fashion and social circuit and women shoppers from the NCR region. The exhibition, held every 4-6 months brings together dozens of boutique fashion brands and leading designers under one roof in each of its editions for our elite women shoppers.

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FAMILY AND EDUCATION

Born and brought up in New York City, USA, Mallika hails from a very reputed Marwari family of Madhya Pradesh. Her schooling was at Mussoorie International School, an international boarding school, followed by Materdei Convent, New Delhi. She pursued Bachelor in Commerce from Jesus and Mary College, New Delhi. After her marriage into a respected Jain family of New Delhi, Mallika went on to study for her diploma in Fashion Retail Management from NIFT and also got a diploma in Merchandising due to her keen interest in the lifestyle domain and a flair for fashion.

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PROFESSIONAL ASSOCIATIONS & AWARDS

Mallika is a prominent member of Young FICCI Ladies Organisation (YFLO), Delhi which is one of the country's leading platform for young women entrepreneurs. Mallika has received several awards from leading fashion and lifestyle magazines and forums for her success in the women's entrepreneurship space. Mallika has also conducted several workshops on women empowerment and entrepreneurship, fashion & style and personality development for women. She is also associated with multiple academic institutes and industry associations.

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COMMUNITY SERVICE AND PERSONAL INTERESTS

A firm believer of the karma theory, Mallika believes in doing her own bit for the society. She has been closely associated with Ankur, a NGO working towards the welfare of underprivileged children. She loves to visit their center and spend time with the children there. Interacting with kids there and helping them learn and grow with dignity gives her immense joy.

Despite her hectic schedule, Mallika likes to catch up with her inner self by working out, reading and listening to music. She is an avid follower of trends on branding, fashion and marketing research. Well known in the social circles in north India, her friends constantly reach out to her for advice related to entrepreneurship and lifestyle marketing.

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VIEWS ON WOMEN EMPOWERMENT

Mallika socially aware and active, and she strongly believes that women empowerment is the ability of women to exercise full control over their actions. This means their control over material assets, intellectual resources and even over their ideologies. It involves, at the psychological level, women's ability to assert themselves, which has so far been constricted by the 'gender roles' assigned to them especially in a culture like India which resists changes. Empowerment of women could only be achieved if their economic and social status is improved. This could be made possible only by adopting definite social and economic policies with a view of total development of women and to make them realize that they have the potential to be strong human beings. They should be allowed to study and work in the area of their choice.

Swami Vivekananda had said "That nation which doesn't respect women will never become great now and nor will ever in future" and in pursuit of making India a great nation, let us work towards giving women their much deserved status. The struggle for gender justice will be slow, strenuous and protracted, as the change cannot be brought about easily. It has to be fought at emotional, cognitive and action levels

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