

2 Days “Fashion Yatra” Lifestyle Exhibition To Be Organized At Shivalikview, Chandigarh

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✘ M.M.Khanna, INVC, Chandigarh, Malls and Large-Sized Stores, run by individuals and companies in India are prevalent in this modern age for marketing Fashion Material, but exhibitions and fairs too are very popular means of direct marketing, which are very popular among Fashion-Lovers specially. Chandigarh is very fertile center where often Fashion/ lifestyle Exhibitions had been becoming source of providing latest, Innovative material of Women’s Likings. After observing very popular above-mentioned market trends & on the persistent demand of Chandigarhians, Mrs Anjali Makin, MD of M/S Sparkle Event & Management Pvt Ltd initiated to organize her 2nd exhibition “Fashion Yatra” life style exhibition on 31st & 1st Sept., 2013 at Hotel Shivalikview, Sector 17 Chandigarh. In a Press Conference today here after presentation of an elegant “Fashion Walk” by elegant & attractive models wearing sophisticated Garments with Modern Jewellery to be made available on stalls of said Exhibition in presence of Media, Mrs Anjali Makin addressed the media and apprised the invited members from Print and Electronic Media that 30 prominent entrepreneurs from different parts of India would be show-casing Fashionable Material regarding Bridal, other Fashion Garments & Accessories, Apparel, Shoes & Décor Home, Furniture, Antiques, Handicrafts, Costume Jewellery, Gold & Diamond Jewellery. etc on 31st & 1st Sept.2013 from 11 A.M to 9 P.M daily and entry in the exhibition would be without any entry fee. Mrs Anjali Makin further said that all efforts would be ensured to market standard material of good quality. Mrs Gunjan Nagpal, M.D. Aura Fashion Studio, qualified Fashion Designer also will be participating in the ensuing exhibition graced the Press Conference, had also inter-acted with Media regarding procuring of fabric of different quality, variety , color & Designing and stitching of fabric for shaping it as desired dress. Mrs Gunjan also expressed that while talking to a customer at her studio, she often observes the feelings of a customer like her eve where dress to be used, type of garment she wants, color of fabric which suits to her, particular designing required by her, in fact as a designer I act as “architect” of a dress, which should give maximum satisfaction to a customer, only then retention of such customer becomes possible for future clientele. Other Prominent Participants will be M/S Saisha- Bridal and Indian Wear, Haarvins - Fancy Gowns & Dresses, Rara Designs - Anarkali Suits, The Dressing Loft (Online Fashion Store) - Equisite Collection of Chic, Trendy, Sophisticated Clothing(Western & Ethnic), Online Zevar-Jewellery & Foot Wear-Shoes & Leaf In the end, Mrs Anjali Makin, ,thanked the media for attending meaningful pre-event Press Conference & requested them to please pay a visit along with their Video-Journalists in the Exhibition Site for interviewing the young designers/exhibitors on 31st and 1st of Sept.2013.

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