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Taking it from the ramp to rack

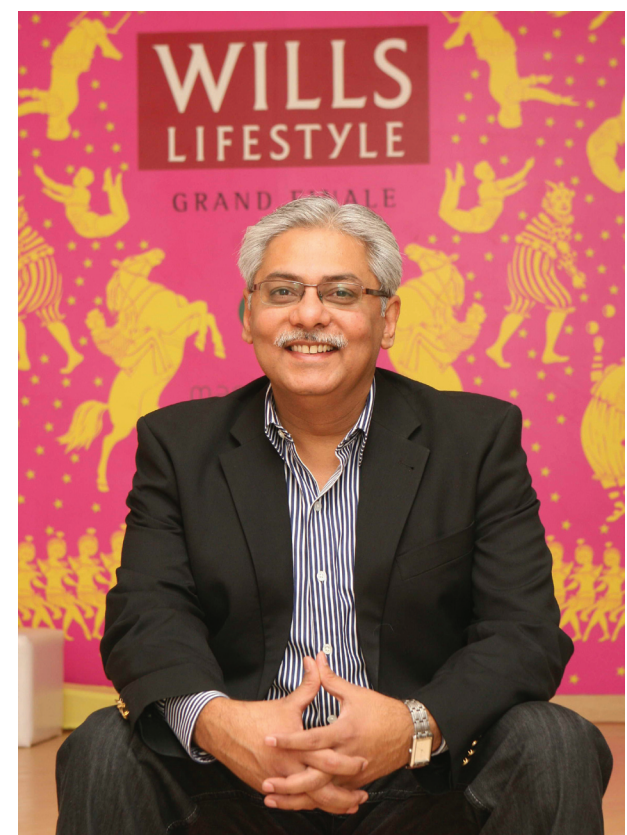
Atul Chand, Divisional Chief Executive, ITC Limited, talks to the designer MODE dailies about his vision for fashion and the collaboration between FDCI and ITC.

What future do you see of FDCI?

The WIFW event has grown bigger and better over the last few years. There is a large participation of designers, buyers and media. It is the country's most prestigious brand. In India, fashion is at a nascent stage. Lifestyle is undergoing evolution. Consumers are willing to take in creativity. The presence of fashion will increase in the country. WIFW gets designers from across the country under one roof and collectively showcase India's culture and heritage. They are providing the designers an international platform.

Where do you figure Indian fashion in the world scenario?

India is a happening country. Indian art, culture and heritage are finding a strong place worldwide. Indian designers are showcasing in the fashion weeks of other countries too. They get an idea what the consumers in other countries want. The fashion demands of London will be different from those in Paris. This helps Indian fashion become stronger and more noticeable in the global context.



What do you expect from the collaboration between FDCI and ITC?

We started off with title sponsorship under Wills Lifestyle. Then we went on to associate sponsorship through Fiamma di Wills, then we have collaborated with designers too. There is a synergy between WIFW and Wills Lifestyle. We share FDCI's vision to make fashion stronger. We have taken WIFW from the creative to the commercial context. We retail the clothes of those designers who do the finale. We take it from the ramp to the rack. So we are going to be there with FDCI.

In what way is ITC working to promote new talent?

We had the Fiamma di Wills 'Beautiful Face' contest. We nurture new talent through various events like awards, collaboration with institutes, etc. We give them a conducive environment to be aware about the fashion world and work towards it.

SCHEDULE

SATURDAY, OCTOBER 18, 2008

12:15 p.m.	Abdul Halder, Sonia Jetleey, Nida Mahmood	MSA 1
1:30 p.m.	Elisha W, Lalit Jalan by Sunita & Lalit Jalan	MSA 2
2:45 p.m.	Payal Jain	MSA 1
4:00 p.m.	Anita Dongre	MSA 2
5:15 p.m.	Swapan & Seema	MSA 1
6:30 p.m.	Vikram Phadnis	MSA 2
7:45 p.m.	Valaya Base	MSA 1
9:00 p.m.	Rajesh Pratap Singh	MSA 2

SUNDAY, OCTOBER 19, 2008

12:15 p.m.	Hemant & Nandita, 'Joy' by Joy Mitra, Umesh Vashisht	MSA 2
1:30 p.m.	Mynah by Renu Tandon	MSA 1
2:45 p.m.	Geisha Designs by Paras & Shalini, Rabani & Rakha	MSA 2
4:00 p.m.	Adnormal by Abhishek Dutta, Blue Coral by Parvesh & Jai	MSA 1
5:15 p.m.	Prashant Verma, Samant Chauhan	MSA 2
6:30 p.m.	Amit GT, Ashish, Viral & Vikrant for Virtues	MSA 1
9:00 p.m.	Wills Lifestyle Grand Finale - Manish Arora	MSA 2