



GIONEE INDIA BEACH FASHION WEEK (IBFW), 2015, Goa

BEACH IS THE NEW RAMP

5th February '15, Mumbai: GIONEE Smart Phones presents the 1st edition of India Beach Fashion Week, 2015 – A UVAR Global Property, Powered by GIO, in Partnership with Grand Mercure – Goa Shrem Resorts and Supported by Goa Tourism, where *Beach is the New Ramp!*

The sneak peek of the first edition of the Gionee India Beach Fashion Week 2015 has surely created a huge impact. Every fashion connoisseur, stylish holiday maker and wannabe bride looking for a destination wedding is now waiting for the haute fashion extravaganza to unveil in sunny Goa. The weekend of high fashion from 5th to 7th February, spread across three luxurious and lush 5-star destinations will showcase the best of Indian couture for the destination bride, chic vacationer and trendy party goer.

All eyes are set on Goa, Candolim Beach where gorgeous models will sashay down the ramp showcasing the high-fashion garments of over 30 designers from all over India including the renowned **Anupama Dayal**, who will launch this fashion extravaganza with her eclectic and colourful show on 5th February '15 and celebrated designer duo **Shane & Falguni Peacock** who will present the Grand Finale with an extravagant couture collection for the Destination Bride on 7th February '15. Other noted names showcasing at Gionee IBFW are **Anjalee & Arjun Kapoor, Asmita Marwa, Babita Malkani, Dolly Sidhwani, Komal Sood, Harsh Agarwal, Mona Shroff, James Ferreira, Jattinn Kochhar, Nachiket Barve, Nilesh Parashar, Pria Kataaria Puri, Raakesh Agarwal, Rimple & Harpreet Narula, Riddhi & Siddhi Mapxencar, Sounia Gohil, Shouger Merchant, Shriti Pratap and Vidhi Vadhwani**, among others.

India Beach Fashion Week aims at discovering new and emerging talent and providing a platform for them to showcase their artistic vision. Therefore, Gionee



IBFW has partnered with institutions **Talenthouse India**, **SEA's leading creative crowd sourcing platform**, and **Rachana Sansad School of Fashion & Textile Design**. It will be a bridge between young designers and the fashion industry by giving them due recognition the opportunity to not only interact with but also share the same show space with established designers.

Gionee India Beach Fashion Week (IBFW) has been conceptualised and is the IP of **UVAR Global**. With over 30 designers showcasing their couture collections, more than 50 pop-up shops, groovy world music and many luxe after-parties, the pristine Candolim beach will transform into the ultimate fashion, retail and party destination

The India Beach Fashion Week 2015 is also a precursor to UVAR Global offering a platform for designers to showcase their creations through an e-commerce portal and a sprawling store in Goa.

On the occasion of this announcement, **Gionee IBFW Co-founder and Chief Creative Officer Mr. Pallav Ojha** said, *"Our core team has pooled their vast experience and talent into the conception of Gionee IBFW. We endeavour to create a platform where designers can showcase their collections exclusively for Beach/Cruise wear and Destination Bride for which there is a great demand but remains unexplored. Gionee provides this potent mix by fusing fashion with luxury, sun kissed beaches and music."*

Mr. Aryn Manji, Co-founder and Managing Director Gionee IBFW adds, *"This is a very unique property and we want to take this international to various Beach and Destination Wedding destinations as we go along. For now, I invite you to come, experience and enjoy art, culture, and Goan hospitality at Gionee IBFW 2015."*

Speaking about the association, **Mr. Arvind Vohra, India Head, Gionee Smart Phones** said, *"Gionee smart phones are known for their amazing designs along with packing in top-notch specs across its portfolio. The Gionee Elife S- series smart phones are not just incredibly slim but also sexy in form and factor. The S5.1 in fact is touted as the sexiest phone in the world. Today, phones are a reflection of one's lifestyle in every way and Gionee's association with Gionee IBFW is an ideal platform*



for reaffirming this new age phenomenon. Taking our design philosophy further, we are proud to be associated with the glamorous and high-on-style Gionee IBFW 2015.”

Mr. Nikhil Desai MD, GTDC (Goa Tourism Development Corporation) expressed his pleasure regarding the association by saying, “We are very excited to note that Gionee India Beach Fashion Week is being held in Goa from 5th to 7th February, 2015. Goa has emerged as a leading destination of Lifestyle and Fashion and this fashion week will further cement Goa’s image as a premier Lifestyle Destination.”

Mr. Anand Kumar Sinha- Head Marketing, Brandzstorm said, “*Gio Collection is more about today's youth attitude, which is rightly reflected in Gionee India Beach Fashion Week too, and hence we chose to partner with the property.*”

Commenting at this exceptional concept and event partnership **Rakshit Talwar, Director of Sales & Marketing, Grand Mercure Goa Shrem Resort** said, “*We at Grand Mercure Goa Shrem Resort are delighted to be associated with Gionee India Beach Fashion Week. The venue lends itself extraordinarily for an event of this stature. With a cluster of brilliant and stylish designers, three days of back to back shows, special appearances and chic parties, the venue will surely prove to be the fashion destination hub for the glitterati throughout the country, making it a ‘destination fashion experience’ for all and setting a benchmark for future years*”

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Press Contact:

Mr. Dipankar Zalpuri
YouMe&We Media
M: 08879778830
E: ibfw.ymw@gmail.com

Ms. Natasha
YouMe&We Media
M: 9820168859
E: youmeandwe.pr@gmail.com

