

# Lakmé Fashion Week Winter/ Festive 2016 hosts Model Auditions



The jury panel comprised of an eclectic mix of fashion experts and stalwarts of the Indian fashion industry, including Anita Dongre, Fashion Designer and Founder of House of Anita Dongre; Evelyn Sharma, Bollywood actress and philanthropist; Malini Agarwal, famous celebrity blogger; Anu Ahuja and Lubna Adams, celebrated fashion choreographers; Purnima Lamba, Head of Innovation, Lakmé and Jaspreet Chandok, Vice President and Head-Fashion, IMG Reliance.

The esteemed panel of judges chose five winners after three competitive rounds of auditions for the upcoming Winter/Festive season to be held at St Regis from 24th-28th August 2016. The auditions saw over 100 aspiring models showcasing their best at India's most sought after model hunt. Ilana, Galaxia, Alina, Paul and Bruna emerged as the winners at the Mumbai Auditions and will now be seen sashaying down the ramp at Lakmé Fashion Week Winter/Festive 2016.

Lakmé Fashion Week

Jaspreet Chandok, Vice President and Head-Fashion, IMG Reliance, said: "Lakmé Fashion Week has been a launchpad for many top talent with some now gracing international runways. I look forward to our selections today charting a fabulous career in the industry starting with the upcoming Lakmé Fashion Week."

Purnima Lamba, Head of Innovation, Lakmé said, "The future of fashion is what we reinvent at Lakmé Fashion Week season after season, and selecting new faces to walk the runway is something that we always look forward to. I'm sure that this year's chosen models' will beautifully bring alive the vision of designers at the event."

Anita Dongre, renowned fashion designer, added "It is important for designers to have strong models because they play a vital role in carrying the outfit well. I am happy to say that we saw some great talent today."

Lakmé Fashion Week Evelyn Sharma, Bollywood Actress and philanthropist, said "All the models are super gorgeous. I always feel very nervous when I have to judge because one is responsible for making or breaking someone else's dream. These girls should be proud of themselves that they made it this far, as not everyone gets the chance to be a part of the Lakmé Fashion Week auditions. The five girls we chose are beautiful, confident and looked elegant on the ramp."

Malini Agarwal, famous celebrity blogger, said, "Walking the ramp for me has always been a fun and cool experience. But at Lakmé Fashion Week, this means serious business. I am impressed that Lakmé and IMG Reliance gives these aspiring models a platform to showcase their talent. Judging the model auditions has

been terrific! The current talent is now getting taller and taller and also, has tonnes of experience. I look forward to watching them during the shows.

Lakmé Fashion Week Model Auditions have introduced some of the best and successful names in the industry like Deepika Padukone, Katrina Kaif, Yana Gupta, including internationally acclaimed models like Pooja Mor and Bhumi Arora, recently seen scorching the runways of New York Fashion Week and Paris Fashion Week, among others. With the model auditions, Lakmé Fashion Week stands true to its commitment of providing a foundation for new and emerging runway talent.

## ABOUT LAKME

"An ally to the classic Indian woman, Lakme inspires her to express the unique beauty and sensuality within.. enabling her to realize the potency of her beauty."

The contemporary Indian beauty expert - Lakme© continuously innovates to offer a wide range of high performance and world class cosmetics, skincare products, and beauty salons. Combining international cosmetic technology with an in-depth understanding of the Indian woman's needs, Lakme also offers its consumers a comprehensive beauty experience through its products that are ideal for a variety of Indian skin tones.

## Key Facts

Lakme was the country's first cosmetic brand to introduce make up to Indian women and takes pride in being the expert on Indian Beauty for over 50 years.

It is a complete beauty brand spanning colour cosmetics & skin care and extending to beauty services through the network of Lakme Beauty Salons.

Its bond with beauty and fashion is manifested through the Lakme Fashion Week, which is now the largest fashion event of its kind in the country.