

City perfect for new designers

Praveen Jose | TNN

Gurgaon: Darlie Koshy, eminent fashion expert, apparel industry professional and the brains behind the inception of a fashion week in India, claims that Gurgaon is the perfect place for budding designers.

Calling Gurgaon an incubation centre for aspiring designers and fashion industries, Koshy said, "Gurgaon has everything that a fashion industry needs to flourish."

However, he had a different take on the fashion week. On fashion week events in general in the country, he says, there has been a dilution of the concept. From a venue to display new trends, and connecting buyers to manufacturers and designers, the event has turned into one of voyeurism. "It's more about show-stoppers and celebrities than about trends and designs," he said.

The recent Gurgaon Fashion Week, according to him, was a victim of such a mindset. "The Gurgaon Fashion Week was a bad idea to begin with, as Delhi and NCR had wit-



Koshy

nessed the Wills Life-style India fashion week just two weeks before. Organizing a full-fledged fashion show is no child's

play. A lot of investment, planning and execution goes into it, which was clearly lacking here," Koshy said.

"E-commerce has revolutionized the way designers and manufacturers sell products and a majority of the top e-commerce companies operate out of Gurgaon. Moreover, Gurgaon's proximity to Delhi, the opportunity it gives to local designers, exporters and buyers, and the presence of large-scale logistical solutions operating in Manesar, make Gurgaon the perfect ecosystem for the apparel and fashion business."

Koshy is currently the director of the Apparel Training & Design Centre based out of Gurgaon that boasts of the largest vocational training networks for the apparel industry with about 190 ATDCs spread across 22 states and 85 cities in the country.