

Now fashion week goes online

Taking the next step in the world of fashion in the online domain, popular shopping portal Jabong.com announced the Jabong Online Fashion Week (JOFW) in June this year. After thousands of entries from all over the country, the event has now reached its final stages. The curtain raiser took place on July 25th, and after six days of fresh fashion talent, will see a grand-scale conclusion with the finale on July 30th. Key jury members for the event include **Poonam Bhagat, Dr Darlie Koshi, Carol Gracias, Rashmi Virmani, Akash Das, Hemant Khendilwal, Sushmendra**

Dubey, Samantha Kochhar and Rod Anker. The finale will bring together fresh talent and established names of the fashion industry for a grand event

JABONG.COM
ONLINE FASHION WEEK

Schedule

	28-July	29-July	30-July
12:00 Noon	Aastha Bahl	ILK by Vinita & Shikha	Azalea by Aditi Gupta
1:30 PM	ANS by Astha & Siddharth	Piquancy	Bhootsavaar by Nitin Bal Chauhan
3:00 PM	Dressology by Amit Arora	Swagger by Saj	DIR 69 by Tanu Bagai
4:30 PM	Threesome	Armaan & Aiman	Shreya Mistry
6:00 PM	Sidharth K Kakkar	Timsy & Siddhartha	Rajdeep Ranawat

with shows by big designers and a bit of Bollywood glamour with the presence of

JOFW mentor, **Yaami Gautam.** The first online shop-able event is currently on and you can access the glamour and all

the fashion drama on your computer screens by logging onto www.iofw.com.



Praveen Sinha with Yaami Gautam