

## POLICIES & PROCEDURES

The following are the guidelines to be adhered to by the participating designers for proper functioning and implementation of Lakme Fashion Week Summer Resort 2020 Note: The Organizers state that LFW imposes no restrictions on designers who wish to take part in any event prior to, during or post the LFW Event, provided that such participation does not prejudice the stature of LFW in any way whatsoever or prejudice the designer's full participation at LFW in accordance with the guidelines set forth in this document.

Please return to the Organizers, a signed copy of these guidelines, along with your application form. Your participation in the LFW event signifies your acceptance of the terms set out below.

### DESIGNERS:

- a) The participating designers shall:
  - Proactively participate and fully co-operate with Lakmé & IMG Reliance (the "Organizers") towards ensuring that the shows start on time.
  - Proactively participate and attend the official functions & parties of LFW Summer Resort 2020 ("the Event").
  - Clear any outstanding fee for previous seasons or any other dues by their allotted fittings slot, in order to participate at Lakmé Fashion Week SR 20. Showcasing at LFW SR 20 will not be permitted in case where there are pending dues.
  - **Note: A stall is included in the show package for a showing designer at LFW. It is mandatory for the showing designer to use the stall and display merchandise at all time during the week.**
- b) Present original work at their Fashion Show and in their stalls, and ensure that no work is a reproduction of any other LFW/non LFW designer;
- c) Access the stall/exhibition area, seminars and workshops on producing their accreditation badges.
- d) Note: that entry to the runway/studio shall be strictly on presentation of a valid invitation card for the show.** Guest lists are not valid for entry to the LFW runway shows in the runway or the studio.
- f) Provide requisite information such as profiles/themes (maximum 80 words), logos in as an open file (vector format) in EPS, CDR or AI file format along with a JPEG file for reference, photographs, and designer team details to IMG Reliance within the prescribed time to avoid any delays in printing etc.
- g) We strongly discourage business at LFW being conducted on a personal platform.
- h) All extra models pictures to be sent to IMG Reliance before being allowed to walk.
- i) Selling clothes directly to customers is strictly prohibited.
- j) All designs showcased must be an original work of the designer. It is the primary responsibility of all participating designers to present original work and the designers alone shall be solely responsible for any claims, including but not limited to copyright/trademark infringement etc. Under no circumstances whatsoever, shall the Organizers be responsible and/or liable for any such claims received.**
- k) The Organizers shall not be responsible for any theft, loss, damage to garments and accessories backstage or during fittings.
- l) The LFW logo, is at all times the sole intellectual property exclusively belonging to / under control of the Organizers. Any unauthorized usage by the Designer of the LFW logo in

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advertisements in the Magazine/brand promotional creatives, shall constitute an infringement of the Organizers' intellectual property rights in relation to the LFW Event.

### SHOW SPECIFIC GUIDELINES

Conduct of the Show:

**The number of looks to be showcased in the shows shall be limited within the mentioned numbers: maximum 38 for a solo show, 22 for a two designer (2D) show and 16 for a three designer (3D) show and 12 for a four designer [4D] show.**

- A solo show shall not exceed 30 minutes, a 2 designer show shall not exceed 20 minutes and a 3D show shall not exceed 15 minutes.
- There will be a cut -off date (One week prior to commencement of LFW) by when, the show director, designer and the makeup artist shall decide the look and style of the show in coordination with the MSA director.
- Designers shall ensure that the Organizers are briefed in advance of the theme of their collection/storyline if any, for the display of their collections. The Organizers reserve their right to disallow any such display/theme which in the opinion of the Organizers is not suitable for an event of such stature and reputation. Further, Designers shall take responsibility to the exclusion of the Organizers, for any act/theme/storyline for which the Organizers have not given their express approval and which may bring the LFW Event into disrepute in any manner whatsoever.
- White lights will be predominantly used during the Show.
- In case of any unfavourable incident on the runway, lights will be cut off from the control console.
- Models must wear nipple tapes during shows.
- Any lost accreditation card will be replaced at a charge of **INR 300/- (Rupees Three Hundred Only)**.
- The Designer shall use the standard lights and sound provided by the Organizers and shall not pressurize the show directors, sounds and lights team for any extra features for their respective shows.
- **The Designers, if requested by the show director, shall pay for all extra edits for music recording for their respective show. Music Operator may levy additional charges directly on the Designer, towards any extra effort applied beyond general selection and mixing of music for their show.**
- In order to avoid any delays and damage to the set/runway, props to be used in individual shows must be avoided. If the Designer wants to use any extra props, then prior written permission needs to be taken from the Organizers before using such props. .
- Designers shall restrict adding extra models, as this invariably adds numbers for the hair & make-up team-some of whom are thereafter unable to finish on time.
- Post fittings, the show directors will present their fitting report to the organizers and if any doubts anywhere will be rectified at the time of the re- fittings.
- Show directors shall ensure that show stoppers/designers do not use the runway/stage to deliver any speech at LFW.
- Designers shall be entitled to a 60 second AV at the start or the end of a show for promotion of their label/brand provided there is no display/endorsement of a third party/brand. . If a designer/sponsor wishes to use footage from another show/fashion week, no visual or audio presence of any other brand will be allowed on it.

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## **FITTINGS**

- Designers must adhere strictly and punctually to the allotted fitting timings. Re-scheduling of fittings slots in free time slots or at designer studio shall not be allowed.
- Designers must cooperate with the wardrobe managers on call timings. Wardrobe managers will coordinate with designers on fitting and refitting timings.
- There will be a Polaroid photographer on site, so that every outfit is photographed during fittings. For this purpose Designers shall, in consultation with their stylists and show directors, decide the sequence of the show and models for their specific outfits during fittings. Each outfit should be fitted with accessories and shoes and photographed. Please note no dropping/adding or swapping of models/outfits change of accessory/shoes will be allowed post fittings. Designers may carry their own camera also and take pictures of the models in the garment as it can be then used as easy reference and handed over to helper's back-stage if required.
- Every model will not only fit the garment but also walk in it during fittings.
- Designers must ensure that all extra models being used in their show are present at fittings or else they will not be allowed to walk at all during the show.
- Designers and Show Directors will be required to ensure that show/fitting/rehearsal timings are adhered to in order to avoid any delays. Alternate arrangements will not be made for designers/ Show directors who miss the session. Fitting sessions will take place at a venue decided by the organizers, as per the schedule/slots allotted by the Organizers.
- Show directors during fittings will identify any garment if they find it tricky and/or risky to be worn on the runway and will have the obligation to monitor and report it to the Organizers.

## **GARMENTS & ACCESSORIES**

- Designers should carry extra outfits for fittings in order to prevent multiple alterations later.
- Every garment should be of craftsmanship and quality commensurate to the stature of the LFW Event. It is also the responsibility of the stylists and show directors to identify outfits that are not of the standard quality.
- Designers must have their assistants present at the time of fittings to make notes of any alterations etc. that have been discussed and execute them.
- Any garment that is not complete or the alterations have not been executed to the model's requirement will not be worn by the latter for the show.
- On show days the Organizers shall make available 4 steamers as well as 6- 8 ironing people with regular press irons. Designers are expected to discuss any specific instructions for ironing of the garments with the wardrobe- in-charge.
- Designers' assistants must supervise ironing of the garments to avoid any damage to their collection and they should not tamper with the tags on the garments with model names post fittings even if given for alterations as this leads to confusion.
- Designer assistants are required to supervise the packing up of all their accessories, garments, shoes, make— up and hair accessories etc. after their Show and ensure that all garments, accessories and shoes are packed in sequence order in their order of appearance for fittings or before shows.
- The number of dressers used is appropriate i.e. 1 dresser per model.
- Designers should bring their clothes to the area on hangers, which will be identified to the wardrobe in-charge and allocated accordingly.
- The clothes must be delivered backstage 4 hours prior to the show. The clothes will then be transferred to the racks and then wheeled in for ironing. There will be ushers to assist transfer of clothes on site.

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- After each show is over the clothes will be transferred on to the moving racks and will be sent back to the source in tempos. The wardrobe in-charge will then be responsible for the final handing over of the clothes to the Designer. The prompt movements of the clothes will give the next show a free area to work and get ready.
- Outfits, Shoes, Accessories etc. not brought during fittings will not be fitted later and used for the show. Names, emblems, etc. that are prohibited by law should not be incorporated in any design. The use of Public/ Patriotic figures in designs should be avoided.

### **MODELS:**

- Each designer (s) show will be assigned a model group consisting of 16 event models for their show. The Organizers will pay Hair & Make up for 16 LFW contracted models for each Designer.

### **ADDITIONAL MODELS**

- Maximum number of models that any Designer shall be allowed is 16 event models assigned by the Organizers
- If any Designer wishes to hire extra models in addition to the assigned 16 Event models for their show, they shall hire those who are not already hired for LFW SR 20 or LFW models who are not contracted for the day.
- Further, these additional models hired shall be paid directly by the Designers themselves and Organizers shall have no liability, financial or otherwise, towards these additional models whatsoever. Designers will be held fully responsible for the conduct of these models during fittings and show days. Makeup and hair fee for these extra models used must be paid instantly, on site, at the event.
- In the event that a 9:30 pm show (last show of the day) designers wants to engage models from the second contracted group with LFW, they must pay them their fee (@ LFW rate) directly and also be responsible for all additional hair/make up and other expenses for the same. Designers shall route these requests for additional LFW models through IMG Reliance.
- If the Designer is independently engaging additional models apart from the assigned set of 16 models then he/she should adhere to the minimum height and other requirements as per the parameters followed for the LFW Event and ensure that they comply with the quality and obligations applicable to LFW models. In case of any international models or celebrities walk the runway independently, the Designers should ensure that all required permissions with regards to work permits etc. as per the rules of the Government of India are in order. Please note that a business visa is not a work permit.
- If international models are to be engaged by the designer for any of his/her shows during the event, the following Details/documents have to be submitted, six weeks prior to the date of commencement of the event. Post receiving these details and entering into contracts with each model the applications are approved by the Home Ministry, hence there can be no further additions to the list, thereafter. Adherence to the time frame is crucial:
  1. PASSPORT COPY: CLEAR COPIES OF RELEVANT PAGES.
  2. VISA COPY: CLEAR COPY OF THE PAGE CONTAINING THE ENDORSEMENT OF VISA (BUSINESS OR EMPLOYMENT ONLY).
  3. BUSINESS VISA: this is preferable as such visa holders do not require FRRO registration. As far as possible, please ensure that models visit India on a business visa.
  4. EMPLOYMENT VISA: Please ensure with the relevant agency that FRRO registration is done immediately on arrival into India which is mandatory for any model holding a foreign passport.

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5. COPY OF VALID FRRO REGISTRATION
6. AGENCY CONSENT LETTER f. All extra models pictures to be sent to us before being allowed to walk.

### **Fee:**

As consideration for the grant by the Organizers to participate in the LFW Event ,to showcase the clothing collection, the Designer shall pay to the Organizers 50% of the Enrolment Fee immediately upon being allotted a slot in the LFW Event show schedule, together with a post-dated cheque in favour of IMG Reliance Limited towards payment of the balance 50% of the Enrollment Fee within 7 (Seven) working days of completion of the Event.

Failure to provide the PDC as mentioned above shall constitute a material breach of this policy entitling the Organisers to withdraw the slot allotted and terminate the participation of the Designer in the LFW Event with immediate effect, and all sums paid to the Organizers by the Designer at the date of such termination shall stand forfeited to the Organizers and shall not be refundable.

- a. Designer shall provide the following documents to complete the vendor registration:
  1. Proof of Permanent residence - Copy of Aadhar Card / Passport;
  2. Copy of PAN card;
  3. Copy of GST registration certificate, if applicable.
- b. Each Designer hereby expressly agrees and acknowledges that, her/his acceptance of the slot allotted in the LFW Event show schedule and signing on the Memorandum of Agreement herein-below, confirms her/his commitment to participate in the LFW Event. The Designer acknowledges and agrees that any subsequent withdrawal by the Designer thereafter will cause severe damage and hardship to the Organizers and, in addition to any remedies lawfully available to the Organizers, will forthwith entitle the Organizers to the entire Enrolment Fee as a realistic pre-estimated compensation.
- c. Each Designer/s hereby expressly undertake that the Enrolment Fee shall be paid in a timely manner. In the event of failure to make timely payments, the Organizers, without prejudice to its other rights and remedies, reserve the right to take necessary action, including prohibit the Designer from participating in the LFW Event.
- d. Designers shall be solely liable for all other cost, overheads and expenses of whatsoever nature that may be incurred by them in the course of showcasing their individual collection, except those that may be agreed to by the Organizers in writing.

### **OPERATIONS:**

- Designers must coordinate with their respective show director regarding their show rehearsals.
- Designers to provide show directors 2 CD copies of their preference of music that they plan to use for their show in advance.
- Designers must provide:
  1. Details of business transpired at the LFW Event i.e. buyers' name and orders placed. (Order Summary)

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2. Production information sheet
  3. Look book: A look book comprises information on the collection, the concept, color and fabric choices swatches, silhouettes and prices. In short, it gives a comprehensive idea of any garment to interested buyers
  4. Line Sheets – copies before the show: A show card/line sheet is presented at the show, and gives details of the garments in the order that they are showcased on the runway. The buyer uses this as a reference point to keep track of what he/she wants to buy; it also provides the media with correct information for filing their show reports.
- Show directors in coordination must ensure that runway doors to guests and media are ready to be opened at the time the show is scheduled to begin, may be earlier but no later than that.
  - All sets must be installed by the agencies recommended by IMG Reliance. If any outside agency is to be used then the drawings must be shared in advance (atleast 24 hours before show time) and the props/set must be installed under the supervision of the IMG Reliance team. The cost of any damage caused to the set will be borne by the designer. The set will have to be handed back to the IMG Reliance team in the same condition that it was in before the start of production work.
  - Designers must avail licenses at their own cost for any copyrighted images used in the AV shown during or before the fashion show. All information presented in the look book of the Designer must be original work. Organizers shall not be held responsible for any third party infringement claims.

## **HAIR & MAKE UP**

- There should be no change in looks for group shows i.e. 2 or 3 designer shows. Group designers shall be required to meet with the hair & make up team together to discuss and finalize the look for their show.
- No sourcing wigs, hair accessories etc will be done by the hair & make up team, other than their basic equipment.
- Designers shall pay for any such additional hair accessories.
- Designers shall not use models for interviews/shoots etc with the look created for the previous show or the next by another hair & make up team without prior permission.
- All participating designers in the show shall work in close association with their hair and makeup artist and decide on a look well in advance.
- In case of any exorbitant looks being planned, the hair and make- up artist along with the designer shall discuss the same well in advance and in detail with the IMG Reliance representative. The final decision will remain with IMG Reliance keeping in mind the show schedule and timing.
- Designers shall not pressure the hair & make- up teams to agree to a look if the team is not confident and equipped to achieve it in the allotted time.

## **DESIGNER'S PR PERSON**

- The Individual PR person (IPR) should not be working as a part of LFW, LFW PR Agency, Lakmé or IMG Reliance etc, unless approved by the Organizers in writing, with the company name/freelance status and relevant contact details. Any potential conflicts of interest must be declared at this time.
- The IPR should be issued accreditation as part of the Designer's team and shall have access accordingly.
- The IPR shall be in main show area only for the respective Designer's show unless holding a valid invitation card.

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- The IPR shall talk only of his/her client designer and shall make no negative comments regarding other stakeholders such as Organizers, other designers etc. The Organizers hold the right to withdraw IPR's accreditation without prior notice.
- Designers and their individual show stoppers/PR persons shall avoid any conduct that public opinion could consider as not being in accordance with moral standards, or in any case reprehensible, during their fashion shows, and outside them also. Organizers shall not be held responsible in any untoward event, for any possible violations, either committed by Designers or their individual showstoppers, PR persons, or provoked by them.

### **BUYERS**

- The Organizers will invite and register buyers for the LFW Event.
- The list of buyers who have registered with the LFW Event will be provided to the Designers.
- Designers will also be provided with the seating plan for buyers along with the list of registered buyers so that they can allocate seats to the buyers they wish to invite for their shows.
- Please note that buyers will also be provided with office contact details of the Designers so that they can communicate with the Designer's office to seek invites.
- Please note that the Designers have to revert with the seating plan for buyers by the specified dates for the Organizers to inform registered buyers of the shows they have been invited for. If the Designer fail to t revert within the specified date, the Organizers shall be free to allocate seats to the registered buyers at their discretion on behalf of the Designers.
- Designers should ensure that LFW is a trade event where buyers register and visit exhibition spaces to see collections and place orders, hence it is imperative that the Designer does not pre sell their collections to individual clients or stores at the LFW Event.

### **DIGITAL**

It is mandatory for Designers to send in the following images and videos four to six weeks prior to fashion week.

1. Portrait shots of the Designer(s) (2)
2. Making of images and high quality video (3)
3. First looks (images + high quality video) (3)
4. Look book
5. Collection note and a quote from designer

*Image resolution: All images should be processed and over 1.5mb*

### **The Organizers should get first access to the Designer for the following:**

1. Video/Text interviews with the designer (four to six weeks prior to fashion week).
2. Access to shoot glimpses of the garments as well as 30 minutes of shoot time with the designer at Fittings
3. Exclusive interviews with the Designers and showstopper during fashion week/fittings before other media and publications.
4. First look and access to the showstopper during fashion week before other media and publications.
5. Video opportunity with the Designers and/or showstopper post the post conference of the show for a span of 15 minutes.

**Tagging:**

Lakme Fashion Week needs to be tagged on all digital coverage relating to the LFW Event:

Facebook @lakmefashionwk

Twitter @lakmefashionwk

Instagram @lakmefashionwk

Kindly use the hashtag #LakmeFashionWeek and as well as the hashtag finalized as campaign for the event (will be communicated) on all posts pertaining to Lakme fashion week.

**RUNWAY IMAGES**

All show/fitting images for the Lakme Fashion Week Summer Resort 2020 will be uploaded free of cost on the FS portal and will be available for download within the download limit provided by the Organizers.

Please note purchasing of images from any independent photographer is prohibited.

**Intellectual Property:**

- Designers agree and acknowledge that all and any rights of whatsoever nature in the photographs and audio & video materials (“Material”) related to the LFW Event, including without limitation the shows, the runways, backstage, red-carpet and fittings images, belong exclusively in perpetuity to the Organizers, which Material may be used at their sole discretion, for commercial, non-commercial and other purposes in relation to the LFW Event, including but not limited to its promotion in future, in every and all possible ways with every and all possible modifications, deletions, additions, dubbing, sub-titling, voice-over, etc. in any language and in any part of the world through any medium/format by means of any technology now known and hereinafter developed.
- Designers hereby further agree and acknowledge that they cannot, either themselves or through their authorised agents/representatives, buy, share, upload, circulate, source or otherwise procure/acquire, in any manner whatsoever, any Material pertaining to the LFW Event from any other source other than the official channels/sources as prescribed by Organisers and as may be notified by the Organizers to the Designers from time to time. In the event it is found by the Organizers that a Designer has acquired and such Material from any such unauthorised or unofficial channels, in non-compliance with the procedures as herein delineated, then the same will be construed as an infringement of the Organizers’ intellectual property rights in relation to the LFW Event and such Designer shall be required to immediately cease and desist from using such Material in any manner or form whatsoever, failing which such Designer shall be liable to strict legal consequences, as the Organizers may determine in their sole discretion, solely at the risk, consequence and cost of such Designer.
- The Designers hereby undertake that once the Materials are procured by them via the official channels as prescribed by the Organizers,, they shall not edit, distort, manipulate, disfigure, mutilate, blur and/or in any manner tamper with the Materials, save for where otherwise permitted in this document.
- Further the Designers shall ensure that any depiction of the Materials whatsoever, shall at all times carry the official composite logo of the LFW Event and the Designers shall not be entitled to remove, distort or otherwise obscure the composite logo of the LFW Event in any manner whatsoever.
- The Designers hereby further undertake that they shall not thereafter present the Materials in any manner, which in the reasonable opinion of the Organizers, may render the Materials liable to be perceived as inappropriate, blasphemous, demeaning, and

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hurtful to religious sentiments and/or in any such manner which may pander to prurient taste.

### **THE SHOWROOM/STALLS**

#### **The Showroom Timings:**

1. Stalls must be completely ready and functional (set-up and merchandise) a day prior to the event. No designers or sponsors will be allowed to work overnight due to security reasons. The Showroom may be visited during the week between 10:30am to 7:00pm (Please note timings are subject to change). Stalls can be dismantled only after 6:00 p.m. on the last day of the Event.
- There should be proper display of merchandise at all times for the duration of the LFW Event. No Designer will be permitted to have an empty stall during the LFW Event. An empty stall will be shut immediately with no scope of reimbursement for the stall to the Designer.
  - Designers will be provided with a stall with 2 racks, 5 spotlights, 2 chairs, an electric point and a table and a dustbin. This is subject to confirmation from IMG Reliance.
  - Anything over and above this is payable by the Designer themselves directly to their vendors. Designers will get their own portable infrastructure and props to display posters, pictures etc of their collections. Any decoration inside the stall will be the responsibility of the Designer. However, the Showroom/stall's décor etc. should stay within the allocated stall space in terms of height, length and width and should not be offensive in any manner and should be in line with the decorum and stature of the LFW Event.
  - Designers shall not install any extra electrical equipment such as lights, spot lights, TV screens, Audio Systems etc in addition to what is provided by the Organizers without prior approval from the Organizers. The LFW Event security will cover the exhibition area but the Designers will nevertheless be responsible for the security of their garments. It is essential that the Designers insure their garments against theft, damage, as the Organizers will not be liable, financially or otherwise for any loss to the garments whatsoever.
  - It is imperative that Designers have a business representative in attendance at all times at their stalls during the exhibition hours. This person should be sufficiently trained and knowledgeable to answer business queries. The Organizers will provide for facilities like Fashion Café for food & beverages, washrooms, smoking area, buyers lounge with internet facilities etc inside to accommodate all basic necessary requirements during the week.
  - Designers will be required to take their show collection backstage 4 hours prior to the show and place it back within two hours after the show. However during the show, Designers are required to depute a representative at the stall to take appointments and with information for buyers perhaps extra invites for the show if any, for interested buyers/media
  - Keep additional merchandise, brochures and Designer information for buyers/media
  - There will be designer - buyer facilitators on site to co-ordinate buyer meetings for Designers at the venue. Designers are requested to co-operate with the facilitators in order to initiate business interactions during the LFW Event.
  - Selling clothes directly to customers at the Venue is strictly prohibited.

### **SPONSORS**

- During the LFW Event, the Designer shall not in any way exhibit any individual sponsor's name or product in the show and at the stall area. Further, as mentioned above, the individual sponsor of designers for their respective shows shall not be from any category conflicting with the event sponsor/co-sponsors. Being individual sponsors of the designers, they will be allowed to put a credit note or name in designers' own catalogues that would be distributed from the stall and/or show area at the time of their show, provided prior approval has been procured in writing from the Organizers.

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- Each Designer confirms and agrees that even though the Organizers may facilitate a tie-up between the Designer and any existing sponsor of the LFW Event for any LFW designer integrated Sponsor Fashion Show during the LFW Event, the Designer shall be directly and exclusively paid by the respective sponsor for the Designer's fees and other costs associated with his/her services, without any liability whatsoever to the Organizers.
- If the Designer would like to use any accessories in the collection, bearing a brand/label name, which is not his/her own, this will be construed as surrogate sponsorship/ambush marketing. Accordingly, such accessories should not be from any Brand/Label which maybe in direct conflict with the event sponsors.
- Prior permission must be taken from the Organizers even if any Designer is proposing to use branded accessories that are not in direct conflict with the event sponsors.
- Designers shall be required to make sure to give in writing to the Organizers, that conflicting accessory brands used for their show will be there for the sole purpose of supplying accessories and not for recognition of any kind.
- Designers shall be required to make sure that there is no audio, verbal and/or visual mention or display of any brand/label other than their own in the main show area and/or on the runway and/or at the stall area or on their AVs. The final decision on all matters concerning sponsorship would rest with the Organizers.
- Designers should display the composite event logo of the LFW Event prominently during all their activities in the lead upto the LFW Event, such as personal media, interviews etc. Any sponsored leveraging activity undertaken by a Designer within or without the LFW platform in the Venue during the LFW Event shall be subject to prior approval of the Organizers in writing.
- No Designer shall promote/ endorse any retail store, with respect of his/her LFW Event collection without prior written consent of the Organizers.

### **GENERAL**

If any participating designer has any query and/or doubt or wishes to undertake any actions, which are governed, by the terms and conditions set out herein he/she shall seek a clarification/approval from the Organizers in writing as regards the applicability of these guidelines to such proposed action, to which the Organizers shall respond in writing. . \*

While every effort will be made to limit such eventuality, the guidelines and terms outlined here may be modified without notice, at the sole discretion of the Organizers.