

## **ARSHIYA FAKIH EAPPEN PRESENTED A HEAVENLY COLLECTION AT LAKME FASHION WEEK**

**MUMBAI 23 OCTOBER 2008:** Arshiya Fakh Eappen for her Araiya label presented a collection titled "The Journey of a Doll into Space" – a line of garments for Spring/Summer 2009 at Lakme Fashion Week, which were glittering cocktail minis in fabrics and drapes that were cleverly worked into the construction.

Working around an origami form of geometric and Grecian drapes the silhouettes were chic and almost futuristic with the embellishments playing an important role. Appliqués and colours like corn yellow, pink blush, moss green, blue and champagne were blended with pearl white, silver and dull gold for satin, glass nylon, and Lurex.

The detailing was concentrated on innovative pleating which appeared on the body of the garments with the pleats often reversed in another colour. Leather was used sparingly for slim patch work and texturing was striking on the yokes in 3D or embossed forms.

Starting with a satin dress with hexagon patchwork embroidery, Arshiya added an origami flap dress with pink embossed satin then another with a leather patch work effect and then onto dresses with silver and gold work. The silhouettes were very short and figure hugging for shifts or princess line dresses.

The show stoppers were popular Bollywood stars Raima Sen in a printed satin gown with black stone embroidery and Kunal Khemu in a silver Lurex suit with cream silk shirt.

Arshiya's space and zodiac inspired collection was just ideal for cocktail evenings and clubbing right through the coming season and was aimed at the very trendy young fashionista who wants to keep in step with the style trends.

### **About IMG Fashion:**

IMG Fashion, a division of international sports, entertainment and media company IMG, is the global leader in the management and production of fashion weeks and designer fashion events. Its portfolio of events in Asia-Pacific includes Rosemount Australian Fashion Week in Sydney, the Rosemount Sydney Fashion Festival, Lakmé Fashion Week in Mumbai and MasterCard Luxury Week Hong Kong. Internationally, IMG Fashion produces Mercedes-Benz Fashion Weeks in New York, Los Angeles and Miami, Fashion Fringe in London at Convent Garden and Mercedes-Benz Fashion Week Berlin. IMG Fashion also represents the international commercial rights of Milan Fashion Week, Moscow Fashion Week presented by VISA and ENK International.

IMG Fashion's The Daily Group publishes The Daily Front Row, the bi-monthly Fashion Mini, The Daily Front Row Extra and [www.fashionweekdaily.com](http://www.fashionweekdaily.com), all content that is also syndicated to newspapers and magazines across the globe.

The division's network also includes IMG Models, the world's number one modeling agency with offices in New York, London, Paris and Milan and Art + Commerce and the world's leading agency for photographers, art directors, stylists and makeup artists.

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### **About Lakmé Fashion Week:**

Lakmé Fashion Week (LFW) is a joint initiative by Lakmé, the No.1 cosmetics and beauty brand in India (<http://www.Lakméindia.com>) and IMG Fashion, the global leader in the management and production of fashion weeks and designer fashion events. LFW has been conceived and created with a vision to "Integrate India into the global fashion world and redefine the future of fashion". LFW is organized twice annually. The Lakmé Fashion Spring Summer season 09 is being held at the National Centre for Performing Arts (NCPA), Mumbai from October 20 to October 24, 2008. For more information log on to: <http://www.Lakméfashionweek.co.in>

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