

After Big B, Gujaratis now ready to welcome Rekha

Actor To Promote Patolas & Bandhanis In Vibrant Fashion Week

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AFTER Big B decided to endorse Gujarat, Rekha too will follow in his footsteps to promote traditional Gujarati wear. In an initiative to promote the famous Patolas and Bandhanis, Bollywood actor Rekha would take part in a week-long fashion fiesta, Vibrant Fashion Week 2010, Season 1, starting from February 21 in Ahmedabad. Gujarat tourism is one of the sponsors of the event. Some 20 leading designers from Gujarat and others from Bollywood, apart from 30 top models from all across the country would take part in the fashion week.

The event would provide a platform to the students from NID, NIFT and other fashion institutes as well as fashion designers based in Gujarat. Hotel Courtyard Marriott would be the venue for the event which would see the participation of leading designers and celebrities.

Talking to the **ET**, the organiser of the event, Akshar Event and Entertainment director Manish Sharma said: "We want to highlight Gujarat at a global level in the field of fashion. The event would provide a strong platform to the

Patolas of Patan and Bandhanis of Jamnagar and Kutch."

Earlier too, fashion shows have been organised in the state, but on a smaller scale. However, this would be a week-long event and Bollywood stars, including Rekha as well as other celebrities, would participate. In addition to the usual catwalks, the event would also include buyer-seller meets and marketing of textile products for which Gujarat is well known.

The fiesta would see participation of leading designers like Archana Kochar, Chirag Joshi, Dinesh Dubey, Hetal Salvi, Shefai & Preeti, Deepali Parikh, Neha Panchal, Niki Shah, Palomi and Nika, Puja Rajvanshi, Pooja Agarwal, Kalpana Patel, Sneha & Mahima and Anjali Sharma. While Bollywood artists would include Sharmen Joshi, Meenisha Lamba and others, designers would include Amruta Patki, Shaufi Chaudary, said Akshar Event and Entertainment project head Rahul Dhyani. Only a handful of families are now engaged in the business of producing Patolas. An effort to bring these Salvi families on the ramp is also on. In fact, one of the designer, Hetal Salvi, belongs to this family. "We are making all out efforts to preserve this art. Till now, the response has been encouraging. Traditionally, only saris are made from Patolas, but we will showcase evening gowns for women, salwar suits as well as bridalwear during the fashion week," said Hetal Salvi.

