

Financial Chronicle

Vogue unites to give fashion a helping hand

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Vogue unites to give fashion a helping hand

Vogue for me or any woman is a fashion Bible. But today it is a little more than that.

It is a powerful global player, which has managed to orchestrate an idea into reality and create fashion history. Fashion night extravaganzas — this is the brain child of one of the most powerful and respected people in the fashion industry, Anna Wintour, editor of Vogue, USA, who along with CfdA (council of fashion designers of America), came up with this brilliant initiative to help and support retailers in the US, who had been particularly badly hit by international recession.

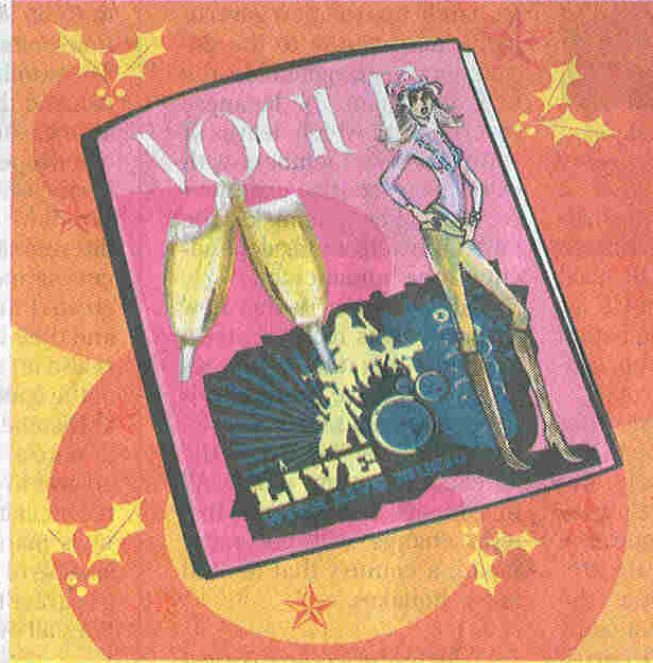
American Vogue joined with NYC & Company, the city of New York with the CfdA, and all of them

wanted to enliven again the consumer spirit that churns the economy and boosts the local industry of America's fashion capital, New York City. Next to finance, fashion is the second largest industry in New York City generating \$10 billion in total wages. The City has more than 800 fashion companies which employs 175,000 people.

It was initially targeted for New York City, it then spread like wild fire and international editions of Vogue are now coordinating similar extravaganza fashion night outs in their respective fashion capitals. I must admit I am very proud that India is one of the fashion capitals also participating in this cause with the help of Vogue India. So what is

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this cause or initiative?

Well, it is a global initiative to promote retail, restore consumer confidence and celebrate fashion. I love celebrations and this one is surely needed. To kick start the spirit of shopping and festivities again, on the evening of September 10, 2009, retailers will unite in 14 different fashion capitals around the world by engaging, entertaining and gifting to help inspire the consumer and revive their respective local industry.

Fashion designers, models, celebrities and consumers will participate in unison to make this a big success. The events? From attractive window displays, free flowing champagne, live music, barbecues, free manicures, makeovers, lucky draws,

limited edition products and signature T-shirts.

What is India doing? Well, we are on the same page. Vogue India, in conjunction with all retailers and luxury fashion brands, at the Emporio Mall in New Delhi, will be celebrating the global fashion extravaganza which begins at 6 pm and finishes at midnight.

They have created some real exciting and attractive incentives for the consumer to keep them shopping all night long! For me the most thoughtful and important thing is the support for charity.

That some proceeds from the sales of these signature t-shirts will be supporting a charity fund or an NGO is a comforting thought. The signature t-shirts are the official fash-

ion night-out t-shirts which have been designed by Vogue magazine.

In New York, proceeds of the sales of the T-shirts would be donated to the September 11 Memorial and Museum.

Here in India, all proceeds will go to the Women India. BUILDS programme, a habitat for human initiative. I am very pleased to be participating in this initiative.

This gives me the confidence that we are all looking out for each other, whether it is the fashion industry, the retailers and even the consumer.

We all are part of the economic cycle which will hopefully churn upwards from now on.

Priya Sachdev is creative director, TSG