

## Denim Club India Newsletter - Killer Jeans Collection by Narendra Kumar at LFW

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Hello!

I am pleased to bring to you a report on **Killer Jeans** bringing to the catwalk, a denim collection exclusively designed by ace designer **Narendra Kumar** during the recently concluded Lakme Fashion Week Summer/ Resort 2010.



Narendra Kumar put together a clever blend of luxurious ethnic inspirations and modern shapes to give the denim collection for Killer Jeans a 21st century style statement.

To go with the futuristic theme of the collection, the entire main show area was given an outlandish ambience with the help of dramatic display of neon and laser lights and a smoky atmosphere was created by pumping smoke into the main show area at regular intervals.

The collection was unveiled with **Sara Jane Dias**, Miss India 2007 walking down the ramp in a white gown with black geometric appliques on the bodice. Other items in the collection showcased an unconventional avatar of **denim** with **different washes**,

**textures** and **body hugging shapes**.

Though it was primarily an all black collection, it also included shimmering pants and army prints on the denim. The denims adorned shredded and faded looks, acid wash finishes, and spray painted jeans.

Men's jackets were curved with piping and patches in contrasting colours. Long coats and Trench coats, biker and cropped jackets, having military style detailing, and zippers seemed ideal for a trip to the moon. Women's wear featured fitted dresses, tops and skinny jeans ideal for the cocktail hour.

The show ended with **Neil Nitin Mukesh** walking down the ramp wearing a sharply cut denim jacket with leather trims. Narendra Kumar Ahmed joined the Neil Nitin Mukesh and Sara Jane Dias for the final bow. [see image on right]



You can check out the complete details of the show by visiting --- [this link](#) and clicking on Narendra Kumar in the right menu on this page.

*It is not out of place to mention that such initiatives would definitely play a major role in bridging the gap between designers and the denim industry and hopefully, the denim industry will go a long way in making indigenous **designer denim** available to the denim lovers in India. We look forward to some of the denim fabric mills coming out and joining hands with fashion designers to launch an era of co-branded designer denim apparel in the near future.*

### DCI Family is Growing

Friends, I would like to welcome the new members, who have joined the Denim Club India Family recently :

1. **Mr. Srinivasmadhav Madhavan**, Trader
2. **Mr. Aditya Ghai**, Sapphire
3. **Mr. Surendra Balki**, Denim Processer, Raymond Uco Denim Ltd
4. **Ms. Rachana Bhattar**, Buyer, Pepe Jeans India
5. **Mr. Baskaran Balasubramanian**, Industrialist, YKK India Pvt. Ltd.
6. **Mr. Aravind Mariyapan**, Prateek Apparels Pvt. Ltd.
7. **Mr. Bhaskar Rauthan**, Designer, Indus Tree Fashions Pvt. Ltd.
8. **Mr. Pradeep Kalra**, Arvind Mills, Ltd.
9. **Mr. Sumeet Kharbanda**, Merchandiser, Jane Ashley
10. **Mr. Azam Khan**, Trader, Alef Enterprise
11. **Mr. Vikas Keswani**, Agent, TKV Corp.
12. **Mr. Nirmal Aggarwal**, Industrialist
13. **Mr. Sandeep Arora**, Technocrat, Polyspin Filtration
14. **Mr. Aurin Bhow**, Industrialist, AM Synergy Pvt. Ltd.

### HIV & AIDS Awareness Campaign by Denim Club India

The initiative taken by Denim Club India to promote HIV & AIDS Awareness in different segments of the civil society has been going strong. We have been organizing various activities targeting different age-groups and segments.

In addition to working with school students and youth in colleges, the DCI campaign is also looking, very closely, at the Textile, Apparel and Retail industry segments. Gradually, the decision makers and senior executives in industry are becoming more and more supportive of the DCI initiative.

As a part of the ongoing HIV awareness campaign two session were organised at **Surat** on **22nd February, 2010**.

#### Session at Reliance Industries Ltd.

The first session was organised for the officers and executives at Surat Regional Office of **Reliance Industries Ltd.**, for Polyester Marketing.

The session was attended by the entire team at the office, involved in Marketing, providing Technical Services, and handling various commercial activities in the regional office.

The session began with the screening of a four and a half minute advocacy film developed by ILO India's HIV in the World of Work project, which includes personal accounts of the stigma and discrimination experienced by People Living with HIV at the workplace.

The screening of the advocacy film was followed by an interactive discussion moderated by **Mr. R. Dudeja**, Founder, Denim Club India, for exchange of thoughts and providing factual information on the modes of transmission and methods of prevention for checking spread of HIV.

#### Session at Fairdeal Filaments Ltd.

The Second session was organised for the officers and executives of **Fairdeal Filaments Ltd.**, Surat and was attended by the entire team at the office.

The session comprised of screening of a four and a half minute advocacy film developed by ILO India, screening of Migration by Mira Nair, produced under the AIDS JAAGO project, funded by Bill & Melinda Gates Foundation. The session also included an interactive discussion moderated by **Mr. R. Dudeja**, Founder, Denim Club India, for demystifying myths surrounding HIV and providing factual information on the modes of transmission and methods of prevention for checking spread of HIV.

15. **Ms. Arlene Rodrigues**, International Marketing, Mafatlal Denim Ltd.
16. **Mr. Rajanna Raj**, Technician, Prem Duari Exports
17. **Mr. Siva Raman**, Student, Subramanian Polytechnic
18. **Mr. Anwarali Badami**, Trader, MJ Impex
19. **Mr. Braj Bhushan**, Designer, Nandan Exim Ltd.
20. **Mr. Mohit Dandwani**, Designer, Mohit International

I would also like to request you to join and also invite your colleagues and associates in the denim industry to come together on this unique platform for denim professionals.

I also invite you to send in relevant and interesting articles, research and innovations, which can be shared with the entire DCI fraternity.

I look forward to your valuable inputs to further this initiative and improve DCI platform.

Please note that we have included a convenient UNSUBSCRIBE link at the bottom of this mailer, so that in case you do not wish to receive any further emails from Denim Club India, you can let us know.

Keep In Touch, and Keep Smiling, Always!

Dudeja, R.  
Founder  
**Denim Club India**  
<http://www.denimclubindia.org>



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