



First Edition Of Fashion Connect Show Concludes On A Successful Note



S S Textile Media, an organiser of several textile trade shows, added another feather to its cap by successfully hosting the first edition of Fashion Connect, which was held from June 4-6, 2015 at the Trade Centre, KTPO, Whitefield in Bengaluru under the banner of 'Textile Fairs India'.

The Fashion Connect Show was inaugurated by Sri Manoj Kumar Garg, President and Sri Dilip Kumar Jain, Sr. Vice President of KHAGA - Karnataka Hosiery and Garments Association (Regd.)

Over the three days of the show, Fashion Connect saw visitors from Karnataka, Kerala, Tamil Nadu and even Goa and Sri Lanka streaming in to see garments and innerwear showcased by over 50 exhibitors from all parts of India like Delhi, Ludhiana, Indore, Pune, Kolkata, Mumbai, Thane, Bangalore, Ahmedabad, Surat, Tirupur, Trichy, Erode, Salem, Coimbatore, Karur and Sri Lanka.

The exhibitors comprised producers and marketers of apparels like casualwear, formalwear, eveningwear, ethnicwear, sportswear, innerwear, lingerie, etc., for men, women and children. Alongside, contract manufacturers with spare capacities also participated to attract new business.

A few of the exhibiting brands included All Seasons, Atlantis, Born Free, Blue Mount, Braves & Babes, Dollar, Dotted, Force, Laya, Missy, Pinnacle, Red Line, S S Cool Cotons, Sabhyata, Sachi, Scan Lingerie, Spaout, Shanbe Jeans from Sri Lanka, Teen Tees, Texin India, Thraya, Trufit and Urban Trail.

Fashion Connect was visited by representatives of large-format fashion retail chains, apparel brands, ecommerce retailers, sourcing agents, showrooms, distributors and wholesalers like Puma, D-Mart, Future Lifestyle, John Players, Sourcing Sustainbly UK, Lifestyle International, amazon.in, myntra.com, paytm.com, and many more.

Most of the exhibitors polled on the last day of the show conveyed that most of their objectives behind participating at the show were fulfilled and expressed satisfaction with their participation and also with the excellent way the show was organised and left with a promise to return for the 2016 edition.

Visitors and exhibitors were also treated to fashion shows held during various times of the day across all the three days by male and female models walking down a specially built ramp, right in the middle of the exhibition centre, in outfits sponsored by various exhibitors of the show.

The organiser of the show, Mr Krishnamurthy said, "We promise to return with a bigger show next year and also ensure higher number of footfalls at the 2016 edition than at this edition. I thank all the exhibitors for extending support and also to visitors for making the first edition successful."

