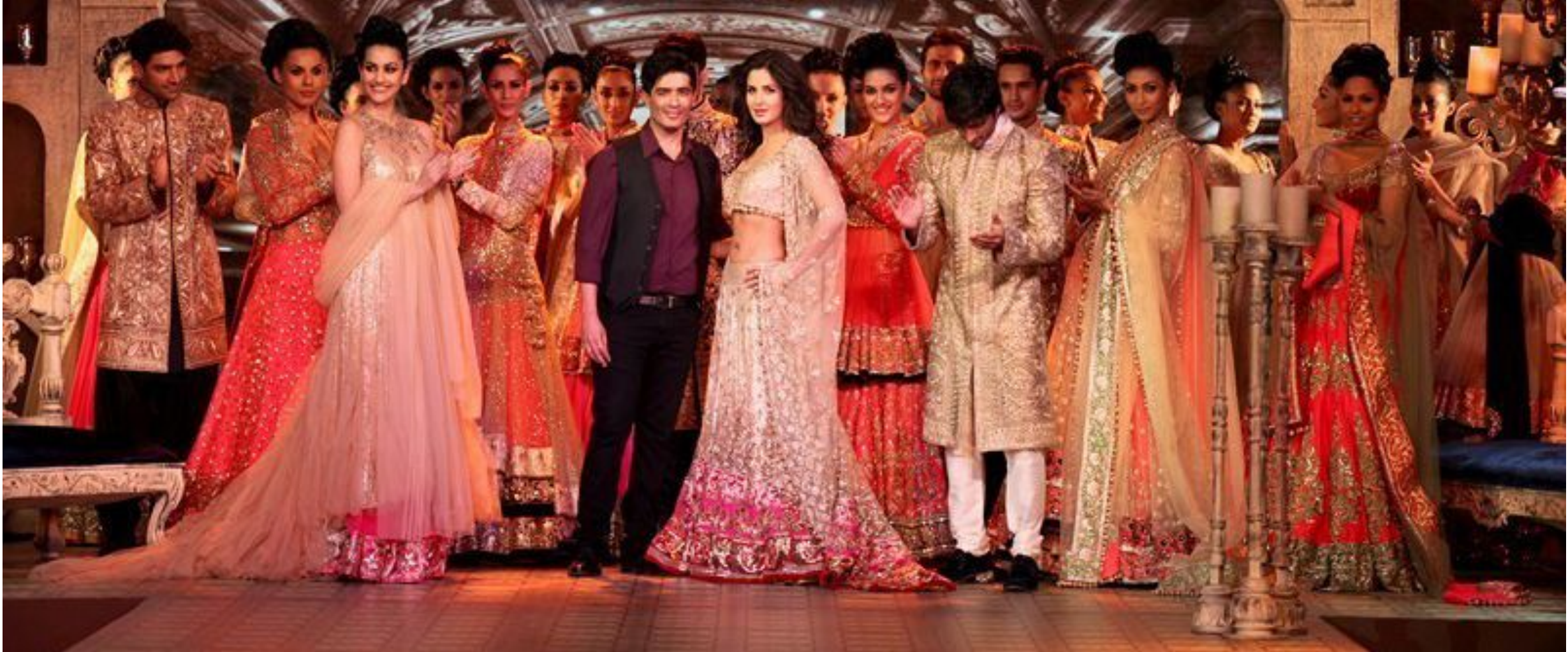
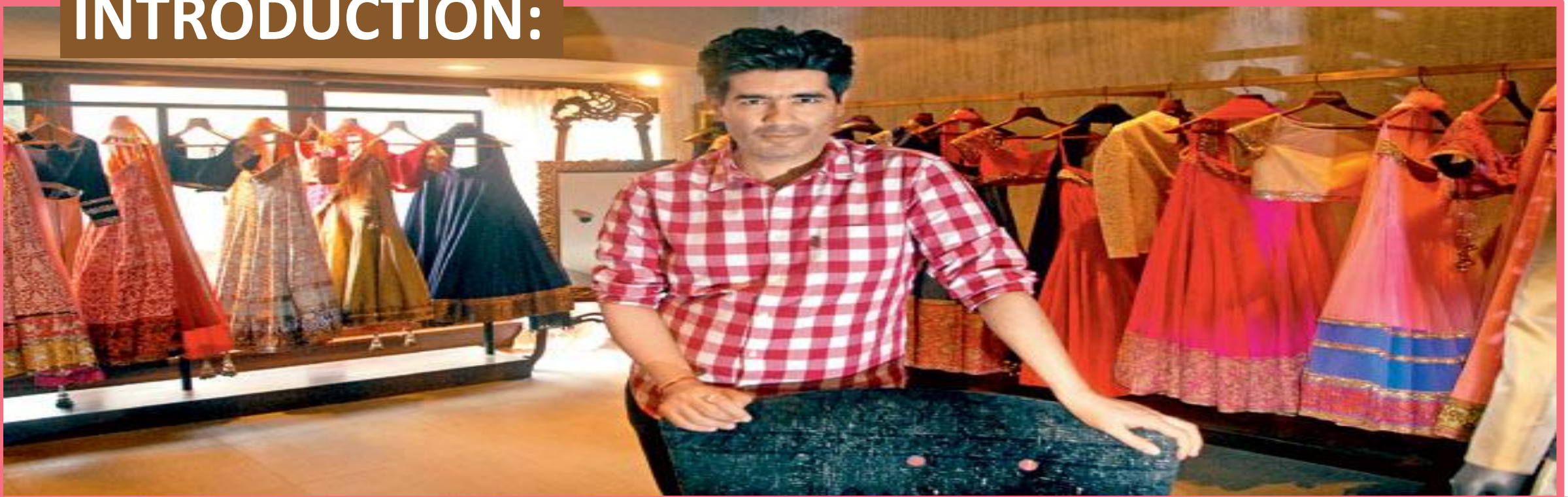


MANISH MALHOTRA- *“India’s Most Celebrated Designer.”*

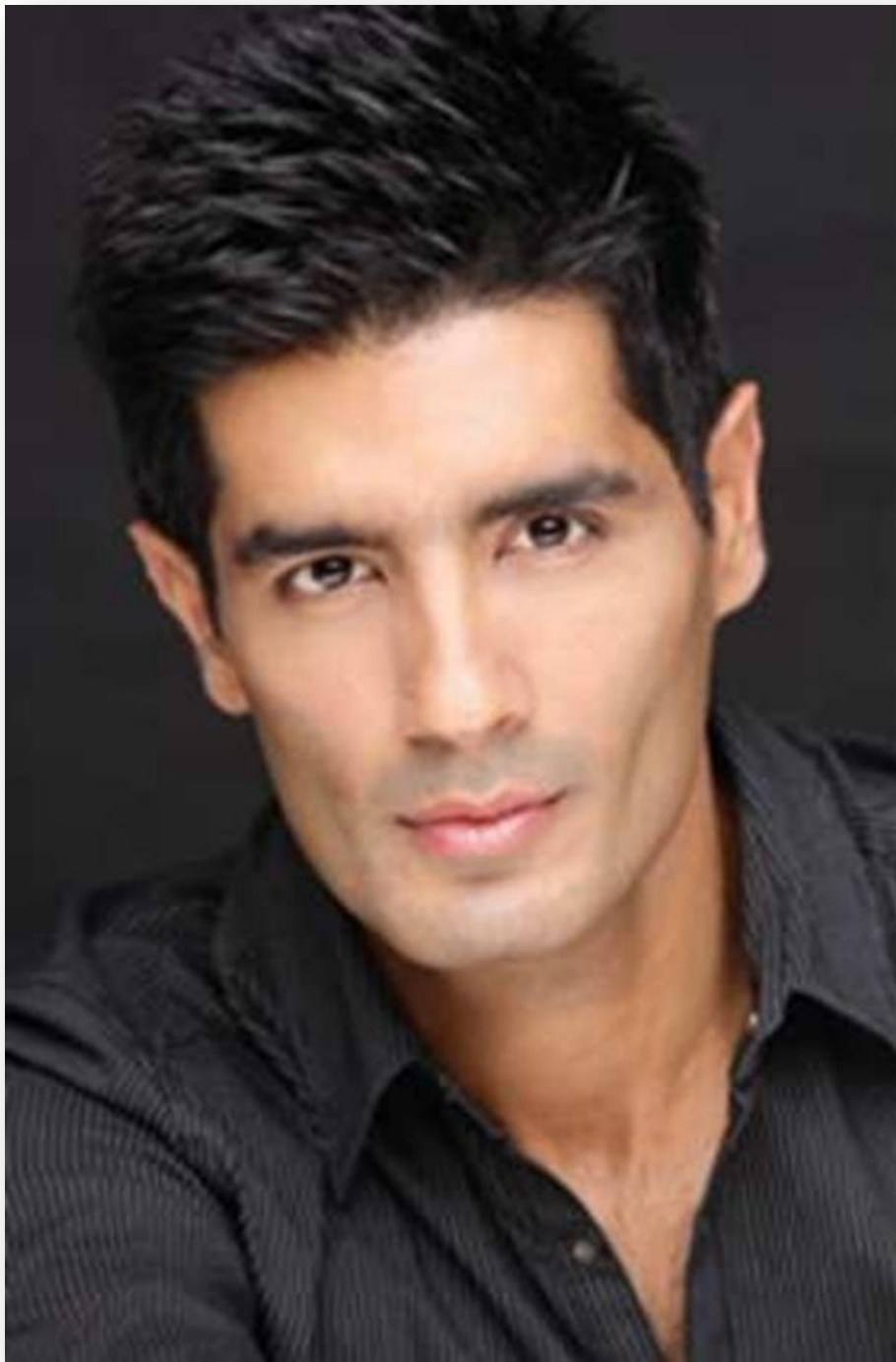


-MUSARAT MERCHANT

INTRODUCTION:



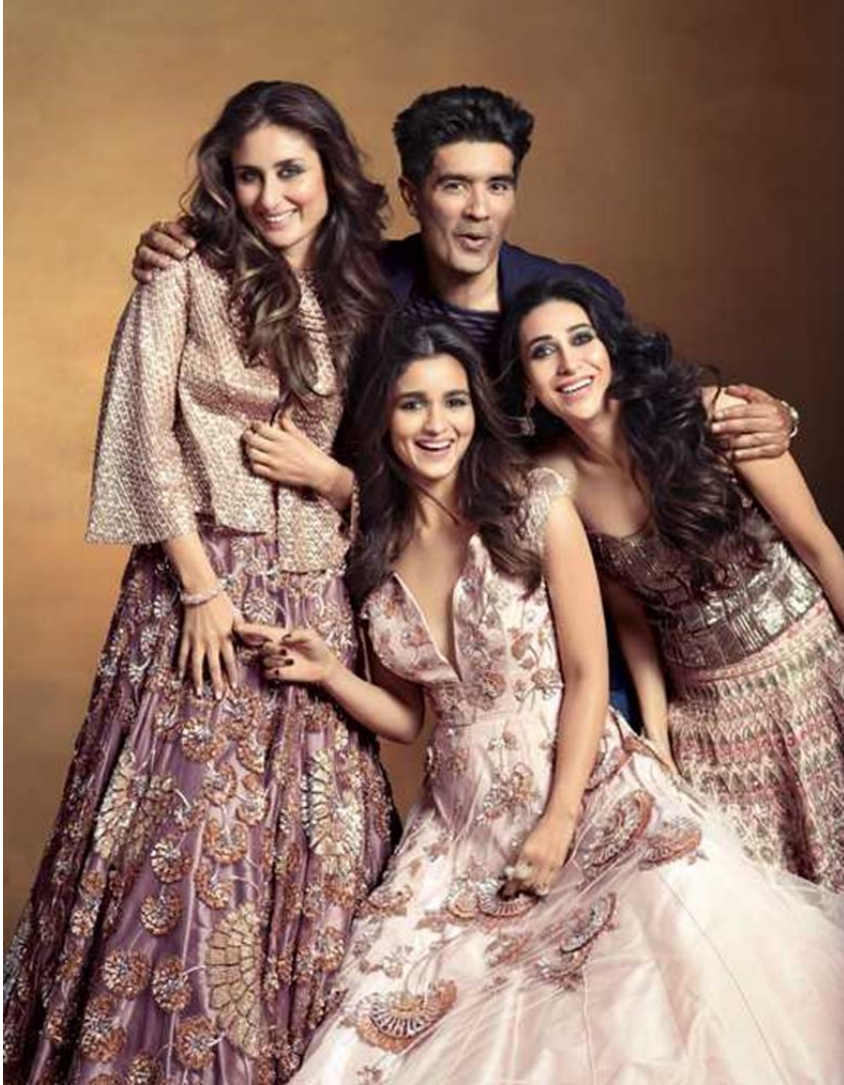
- **Manish Malhotra** is an Indian fashion designer who often works with Hindi cinema actresses.
- Born in 1965, London, United Kingdom. Nationality: Indian. Lives in Mumbai, Maharashtra.
- Manish Malhotra grew up knowing he wanted to become a part of the fashion industry, choosing to forgo taking over his family's business to pursue a fashion career.
- He started his career as a model, while studying at the Elphinstone College in Mumbai.
- He launched his label in 2005. In 2014, his label marked a turnover of over INR 1 Billion making it one of the first Indian luxury fashion houses to do so.
- Did not have formal fashion design training.
- He was attracted towards costume design due to interest in clothes, costumes and art.
- The designer's fascination with fashion began at 14 during the preparation for his brother's wedding, during which he took great interest in the design of his mother's clothes and jewelry for the occasion.



BACKGROUND

- He did Bachelor in Arts from Elphinstone College, Mumbai.
- He even worked in a boutique as a part time salesman.
- He started his career as a costume designer at the age of 23.
- In 1998, he ventured into mainstream designing with his couture store 'Reverie - Manish Malhotra'.
- Soon after, he received appreciation for his glamorous ensembles using traditional colors, craftsmanship, textures and embroideries presented at his first runway show in November 1999.
- Launched his label in 2005. currently retails at two stores in Mumbai and New Delhi. The label also retails at multi-brand boutiques across India and in Dubai.
- Recently, the designer has completed 25 years as a costume designer and 11 years of his fashion label.

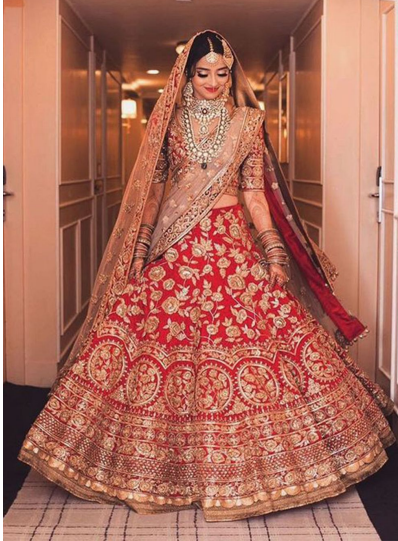
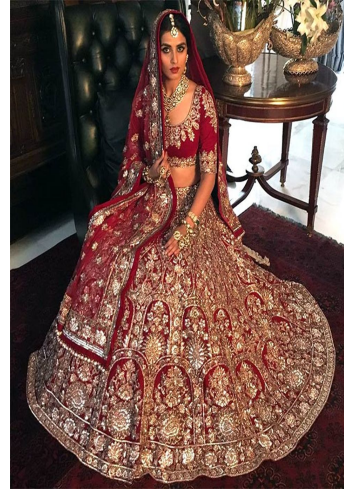
MARKET SEGMENT: CELEBRITIES



He is predominantly known for his vibrant, color blocked womenswear and intricate use of Kashmiri embroidery. His line is worn by some of Bollywood's most famous stars, including Priyanka Chopra , Kajol, and Alia Bhatt, Kareena Kapoor. He has shown at South Africa Fashion Week, Dubai Fashion Week, Wills India Fashion Week, Delhi Couture Week and India Resort Fashion Week. Malhotra worked on designing a traditional outfit for Michael Jackson, during his visit to India in the late 1990s. He has also worked for Jean-Claude Van Damme, Reese Witherspoon in Mira Nair's Vanity Fair, Kylie Minogue and Jermaine Jackson and wife Halima-He also designed the wedding outfits for the Princess of Riyadh-



DESIGN:



- Manish Malhotra never fails to showcase the handcrafted legacy of India.
- His designs and styles get churned into a magical blend of rich textures, which include satin, Georgette, silk and chiffon and many detailed fabrics adding to his innovative list.
- Be it his Indian costume collections or even his western clothing collections, his created costumes do not merely showcase a 'plain Jane' look.
- Intricately embedded sequins, Swarovski, pearls, tassels, and crystals, thus creating more glamor endowed in his outfits that define his talented art and style.
- His traditional outfits play with a galore of colors bearing different shades and at the same time, his western collections spread the enhanced essence of modernism coated in unique layers of creativity and elegance.

COLLABORATIONS / PROJECTS.

- In August 2016, Malhotra's show for Lakme Fashion Week's Winter-Festive edition was shot for a Virtual Reality fashion experience by Etihad Airways.
- The **Virtual Reality** video was released earlier in January 2017 at Etihad's Innovation Centre in Abu Dhabi.
- He also collaborated with **Google** to launch the 'G Suite' – a set of intelligent apps designed for modern professionals.
- **G-Suite** <https://youtu.be/cH0owBPT22g>



PROMOTION:

- Today, Label MANISH MALHOTRA offers Bridal, Couture and Diffusion collections and currently retails at two stores in Mumbai and the Haveli store overlooking the magnificent Qutub Minar in New Delhi.
- The label also retails at multi-brand boutiques across India and in Dubai, with plans to open flagship stores in London and Dubai.
- In March 2017, the Philadelphia Museum of Art featured outfits from the Manish Malhotra 2013 couture collection – Thread of Emotion, in an ongoing retrospective spotlighting the Phulkari technique at their Joan Spain Gallery.

“WORLD’S MOST BEAUTIFUL WOMAN” -AISHWARIYA RAI BACHAN, WEARS HIS COLLECTIONS.



Manish Malhotra's FLAGSHIP STORES:



Manish Malhotra: Bridal Collection 2016



MANISH MALHOTRA SAREES





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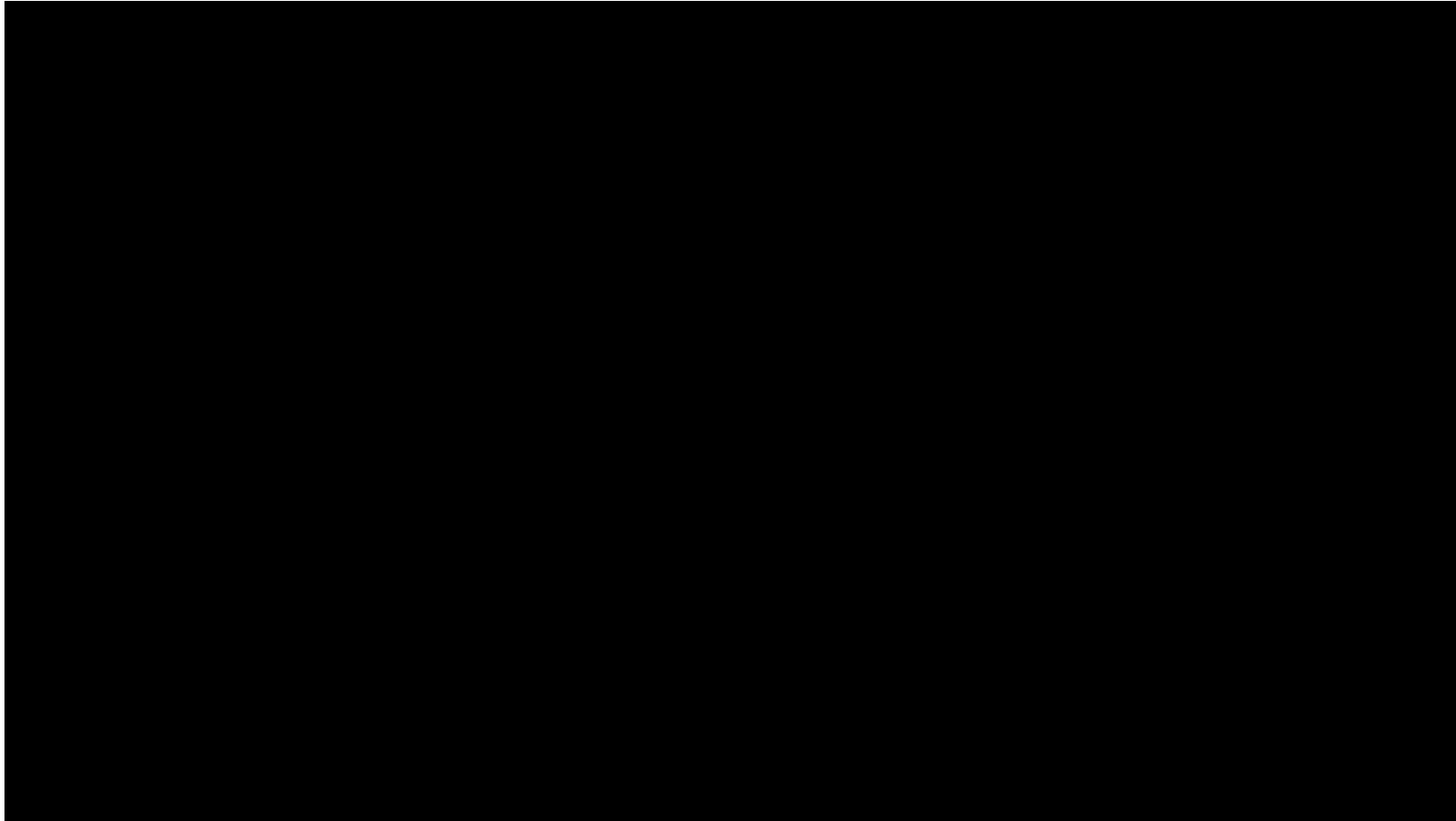
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Cocktail Collection: 'Tales Of Indulgence'



RELEVANCE:

Awards

□ Filmfare Award

1. 1995 -Filmfare Award for Costume Design - Rangela
2. Filmfare Glamour & Style Award
3. Bollywood Movie Award
4. 1999 Bollywood Award for Costume Design - Kuch Kuch Hota Hai
5. 2002 Bollywood Awards Designer of Year - Kabhi Khushi Kabhi Gham
6. 2005 Bollywood Awards Designer of Year - Veer Zaara
7. 2007 Bollywood Awards Designer of Year - Kabhi Alvida Na Kehna

□ Zee Cine Award

8. Zee Cine Award Zee Cine Award for Costume Design
9. Zee Cine Award for Best Costume for Mohabbatein
10. Zee Cine Award - Zenith 'London' for Best Costume in 2008

□ IIFA Awards

11. 2001 IIFA Award for Best Costume - Mohabbatein
12. 2002 IIFA Award for Best Costume for Kabhi Khushi Kabhi Gham
13. 2004 IIFA Award for Best Costume for Kal Ho Naa Ho
14. Wizcraft Samsung IIFA Award for Costume Designing
15. 2017 IIFA Award for Best Costume Designing.



□ Filmfare Awards South

16. 2010 Filmfare Awards South for Costume Design - Enthiran

□ Masala Awards

17. Masala Awards for International Asian Designer of the year in 2010

18. Masa Awards for Fashion Personality in 2012

□ Bollywood Fashion Awards

19. Designer of the year in 2002

20. Best costume designer in 2004

21. Designer of the year in 2004

22. Designer of the year in 2005

23. Best costume designer in 2005

□ Other Awards

24. Showtime Opinion Poll Award for Raja Hindustani

25. Rok Glam Award Zoom for Contemporary Wear Design - Women in 2007

26. Siemen's Viewer's Choice Award for Dil To Pagal Hai

27. Stylish Designer Of the Year at the Elle Style Awards in 1999

28. Indo American Society Award for contribution to Fashion Designing

29. Indira Priyadarshini Memorial Award for his contribution to the fashion industry

- 
24. Manish was Felicitated by National Institute Of Fashion Technology
 25. Indian Affairs of Network 7 Media Group felicitated Manish at India Leadership Conclave 2013 as "Fashion Icon of the Decade 2013".
 26. SAIFTA in 2013 for Outstanding Contribution to Cinema & Fashion
 27. International Film Festival Of India - Goa for Excellence Award
 28. Rajiv Gandhi Awards for designing in 2002
 29. Hall of Fame for HELLO in 2014
 30. Rang Sadhana for Costume Designer in 2008
 31. AICOG Achievers Award
 32. MOET & Chandon Champagne for tribute to Asian fashion designing in 2006
 33. Power brands & Fame & Planman for Styling new India in 2012
 34. Hindustan Times for Most Stylish - Delhi Season 6 in 2016
 35. Pratham, USA for Excellence in fashion in 2016
 36. The Antwerp medical team for noble cause in 2006
 37. Lycra MTV Style Awards for Celebrity Style in 2006
 38. Lyrca MTC Style Awards for Bollywood designer of the year
 39. FICCI - Speaker in 2014 for Changing facade of fashion industry in India
 40. Clariden LEU for appreciation for creativity
 41. Magzimize Awards 2016 for creative fashion & fashion accessories

CONCLUSION:

- Just like every other Indian girl, *he is my dream wedding outfit* (Shaadi ka joda) designer.
- I feel that he has a huge contribution over the fashion presented in Bollywood movies.
- Being an Indian couture designer he never fails to showcase the handcrafted legacy of India in his designs.
- He is always present when his designs are in the making process to make sure that his customers get the best craftsmanship.
- I feel that he is an **all rounder**, because besides being a model, and a master in designing traditional Indian lehengas, saris, salwar suits for women and sherwanis for men, he has extraordinary talent in designing the western outfits as well.



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