

Press Release

**FDCI announces ‘Boroline presents
 ChandraniSiinghFlora’ at the Amazon India Fashion
 Week in association with Maybelline New York
 Autumn Winter 2016**

New Delhi, March 2, 2016: Fashion Design Council of India (FDCI) today announced Boroline, the renowned Kolkata-based brand as the official sponsor for the Amazon India Fashion Week in association with Maybelline New York Autumn Winter 2016. Boroline to present ChandraniSiinghFlora to showcase an ingenious collection at AIFW AW16 in the capital.

Keeping the aesthetic of Kolkata alive, Chandrani’s latest collection “Mrityunjay” inspired by Lord Shiva’s avatar will use his symbols like the Trishul, conch shell and cannabis leaves in the form of ingenious prints and sparkling embroidery techniques. White, rust, grey, indigo and bottle green will add flavour to this line. Interestingly, this is the first time she will be using hand woven fabrics and has experimented with delightful stripes and ombre dyeing techniques.

Boroline is the original antiseptic cream of India since 1929. Serving over three generations of Indian consumers, Boroline has evolved as a caring and trusted brand.

“Best wishes to ChandraniSiinghFlora for her show and we applaud the effort made by Mr. Sethi in giving a platform to the creative minds through FDCI.” says **Debashis Dutta, Managing Director, Boroline.**

Sunil Sethi, President, FDCI said, *“We are proud to associate with the iconic brand Boroline which has its roots in the city of Kolkata. It will be interesting to see how ChandraniSiinghFlora, our designer from Kolkata reinterprets the age-old symbols of Lord Shiva in a modern milieu through inventive thinking and modern silhouettes.”*

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ABOUT FDCI

A non-profit organisation, the Fashion Design Council of India (FDCI), is the apex body of fashion design in India, represented by over 350 members. Founded on the premise of promoting, nurturing and representing the best of fashion and design talent in the country; its prime objective is to propagate the business of fashion. FDCI stays true to its commitment to promote the 'Make in India' label as handlooms take center stage, in a country, who's heritage is soaked in the flavours of indigenous crafts. Website: www.fdc.org

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