

aLL – The Plus Size Store to host first ever plus-size fashion show at Lakme Fashion Week Winter/Festive 2016-17

Real people to walk the runway with auditions at St. Regis Mumbai on 29th July

Mumbai, 22nd July, 2016: aLL: The Plus Size Store in association with Lakmé Fashion Week Winter/Festive, 2016 will host the first ever plus-size show for men and women styled by designer Shilpa Chavan of Little Shilpa. The auditions for the show will be held at **St. Regis on 29th July from 12 pm onwards.**

This plus-size show will be a part of the Lakmé Fashion Week Winter/Festive 2016 to be held at The St. Regis, Mumbai from 24th August – 28th August 2016, jointly organized by Lakmé, the No.1 cosmetics and beauty services brand in India and IMG Reliance Pvt. Ltd., leaders in sports, fashion and entertainment marketing and management.

The creations showcased on runways are meant for the everyday consumers who seek high-fashion designer-wear but are often restricted by available size options. Bearing this in mind, aLL – The Plus Size Store has collaborated with Lakmé Fashion Week to break thought patterns, by presenting a unique collection that will be showcased at the upcoming Winter/Festive edition.

Styled by designer Shilpa Chavan of Little Shilpa, this show will represent the inclusive spirit of fashion that both entities believe in and will showcase a host of options for every individual looking for fashionable choices irrespective of their shape or size.

Business Head (Manish Aziz), aLL said, *“At aLL, we have always believed fashion is for everyone and size is just a number. It’s about flaunting the best of you, without any inhibitions. Being the first in the Indian market over a decade ago, to identify the gap in plus-size offerings, we have committed ourselves solely to catering to this audience. From being the first brand to delight and excite customers with plus-size fashion, we are now poised to achieve yet another milestone - The first ever plus-size fashion show in a mainstream fashion event like Lakmé Fashion Week! We are very thankful to Lakmé, IMG Reliance and Little Shilpa for being our partners and lending their support to what promises to be a game changer in the Indian fashion industry.”*

Jaspreet Chandok, Vice President and Head- Fashion, IMG Reliance Pvt. Ltd, said: *“We believe that fashion should embrace diversity and cater to all body types. The Lakmé Fashion Week will continue to push the boundaries of fashion and break stereotypes and this is another step in that direction.”*

Purnima Lamba, Head of Innovation, Lakmé said, *“Fashion and beauty in India must reflect our diversity. At Lakmé Fashion Week we are very excited to present our first plus sized fashion show in association with aLL& Little Shilpa. Redefining the future of fashion yet again, Lakmé Fashion Week always strives for a more inclusive future for us all.”*



Shilpa Chavan said, *“Fashion cannot be a ‘one size fits all’ entity. It’s a global movement and hence free for adaptation and experimentation, be it any size or shape. This initiative by aLL could not come at a better time as Social Media is also pushing for individualistic acceptance and confidence in being body positive amongst other issues. This support system, is a need of the times to stand for who you are and not confine to generalized notions of what is fashionable / stylish depending on your size, as the general population is plus sized as opposed to a model size. Beauty truly lies within and there is no better way to affirm this than with a plus size show with aLL at Lakmé Fashion Week. I am excited and above all, proud to be involved in this movement of sorts.”*

The model auditions will be held on **29th July** at **Alhambra, 8th floor, The St. Regis Hotel, Lower Parel, Mumbai**. Registrations begin from **12 noon onwards**

Additionally, participants will be mentored and will receive a **makeover from Lakmé** at the auditions.

While previous modeling experience is welcome, it is not mandatory. All confident plus-sized male and females (waist 34” upwards for women & 40” upwards for men) are invited to come forward. Dress in black or any solid colour clothing. Females are advised to carry their own stilettos/heels.

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About aLL : The Plus Size Store

aLL: The Plus Size Store is a fashion forward apparel brand established in 2005 to solely cater to the plus sized audience in India. aLL's range includes formal, ethnic, party and casual wear for both, men and women. With various sizes to choose from, aLL gives you every reason to be what you are and the freedom to choose what you want to be. The brand houses everything from western to ethnic wear and accessories with 54 standalone stores and shop-in-shops at Central located across 27 cities across India.

About Lakmé Fashion Week:

Lakmé Fashion Week is jointly organized by Lakmé, the No.1 cosmetics and beauty services brand in India and IMG Reliance Pvt. Ltd., leaders in sports, fashion and entertainment marketing and management.

Lakmé Fashion Week has been conceived and created with a vision to “Redefine the future of fashion and Integrate India into the global fashion world.” Lakmé Fashion Week is organized twice every year. Lakmé Fashion Week Winter/Festive 2016 will be held from August 24 – August 28, 2016 at St. Regis Mumbai. For further information log on to <http://www.Lakmefashionweek.co.in>

About Lakmé:

Lakmé, is India’s no.1 color cosmetics and leading premium skincare brand from Hindustan Unilever Ltd. Lakmé has been the pioneer of the make-up and color cosmetics in India since 1952 by launching



numerous trend leading and high performance products. Combining international cosmetic technology with an in-depth understanding of the Indian woman's needs, Lakmé offers women a comprehensive beauty experience through its extensive product portfolio as well as contemporary services at Lakmé Salons, India's no.1 salon chain.

About IMG Reliance:

IMG Reliance Pvt Ltd., is an equal joint venture between Reliance Industries Limited (RIL), India's largest and most recognized private sector company, and IMG Worldwide (IMG), global leaders in sports, events, media and fashion. The joint venture company will develop market and manage sports, fashion and entertainment in India. Its current assets include India's premier fashion event, Lakmé Fashion Week, Indian Super League and South Asia's only ATP World Tour event, the Chennai Open. IMG, having recently ventured into Talent Management, represents Leander Paes, Rohit Sharma and Hardik Pandya for worldwide management and marketing representation. IMG have partnered with All India Football Association (AIFF) and Basketball Federation of Indian (BFI) to popularize and promote the two sports throughout India, from the grassroots to the professional level.