

PRIX
D'EXCELLENCE
DE LA
MODE
marie claire

MADE
IN INDIA
2009
marie claire

MADE IN INDIA

FASHION

For the second year running, Marie Claire honoured the brightest and the best talents in Indian fashion. With three new awards initiated this year and an enthusiastic response from entrants, the awards function, the only one of its kind to be validated by

AWARDS

in Indian fashion. With three new awards initiated this year and an enthusiastic response from entrants, the awards function, the only one of its kind to be validated by KPMG, was ambitious, relevant and credible. And the winners are...



Aki Narula

Amit
Aggarwal

Sanchita
Ajjampur

Tarun Khurwal

Shilpa Charan



Rohit Bal

Anuj Sharma

Sabyasachi
Mukherjee

The second edition of the Marie Claire Made in India fashion awards, in a way, rung in our new year. Honouring the best in fashion, photography and modelling and focussing on the revival of Indian crafts, the evening of December 4 saw some of the most applauded names in Indian fashion – both established and young – take home trophies. Last year, when Marie Claire instituted these awards as a KPMG-validated property, it was to bring in credibility and standardisation to the process of choosing winners from among the many that entered, and to offer a free and fair assessment field to the jury. This year, we repeated that feat and also added to the exercise by incorporating the best suggestions from last year to make the property a relevant, credible, glamorous and ambitious annual event. The industry's brightest and most brilliant and beautiful turned up, honouring us as we honoured them. Some of Indian fashion's most powerful names – Ritu Kumar, Soneet Varma, JJ Valaya, Neeru Kumar and Ritu Beri – presented the trophies. The unique Marie Claire-Dastkar partnership that brought together India's most radical designers with rural craftspeople, left the audience stunned before they exploded into continuing rounds of applause. These photographs give you glimpses of what will be remembered as a bold idea that

IDECON
marie claire
MADE IN INDIA
FASHION AWARDS
2009



BEST DESIGNER Indianwear SABYASACHI

NOMINEES



WEAVING THE DREAMS OF BRIDES ACROSS THE COUNTRY, THIS MASTER COUTURIER'S INDIANWEAR ENJOYS UNPARALLELED POPULARITY IN INDIA



NOMINEES



A GLOBAL NOMAD, AS SHE CALLS HERSELF, SANCHITA AJJAMPUR'S WESTERNWEAR IS A POTPOURRI OF INDIAN, ITALIAN AND FRENCH INFLUENCES, RESULTING IN GARMENTS THAT HAVE A TRULY INTERNATIONAL APPEAL.

BEST DESIGNER Westernwear pret SANCHITA AJJAMPUR

The award being presented by veteran designer Suneet Varma



BEST FASHION show staging ROHIT BAL

THE MASTER OF FABRIC AND FANTASY, BAL IS KNOWN TO CREATE MAGIC WITH HIS LARGER-THAN-LIFE FASHION-SHOW STAGING

NOMINEES



Award presented by Ritu Kumar, last year's winner of Best Designer Indianwear



BEST EMERGING designer AMIT AGGARWAL

NOMINEES

KNOWN FOR HIS MODERN AND ECLECTIC STYLE AND IMPECCABLE CUTS, AMIT AGGARWAL PROMISES TO BECOME A FORCE TO RECKON WITH

Bal being presented the award by Vasantha Angamuthu, editor (special projects), Hindustan Times





BEST CRAFT revival SABYASACHI

DEDICATED TO THE CAUSE OF INDIAN CRAFTS AND TEXTILES, HE IS KNOWN FOR THE STUNNING LUXURY COLLECTIONS HE HAS CREATED. TRADITIONAL FABRICS LIKE KHADI AND TECHNIQUES LIKE THE PARSU GARA

NOMINEES



ROHIT BAL



KIRAN UTTAM GHOSH



SHARRARI DUTTA

Editor-in-Chief, DeLiaison Group, Vinod Mehta handing over the trophy to Sabyasachi

WORKING AROUND THE CHALLENGES OF DESIGNING FOR BOLLYWOOD, AKI NARULA HAS CREATED MAGIC ON CELLULOID WITH HIS WORK IN MOVIES LIKE KURBAAN, KAMBAKHTI ISHQ AND TASHAN

BOLLYWOOD fashion award AKI NARULA

NOMINEES



PRIYANKA CHOPRA



KARAN JOHAR



KATRINA KAIF



SONAM KAPOOR

Chief guest Asin handing over the trophy to Aki Narula



BEST FASHION model LAKSHMI MENON

THE FACE OF THE INDIAN-INSPIRED COLLECTION OF HERMÈS, LAKSHMI MENON HAS WALKED THE RAMP FOR TOP FASHION HOUSES IN MAJOR FASHION WEEKS GLOBALLY

NOMINEES



BHAWANA SHARMA



DIANA FENTY



SAPNA KUMAR



MANASI MANGAI



VIPASHA AGARWAL



JYOTNA CHAKRAVARTY



TEJASWINI CHOWDHURY

TAMARA MOSS



MOST INNOVATIVE collection ANUJ SHARMA

YOU CAN WEAR THE CREATIONS OF THIS DESIGNER IN AS MANY WAYS AS YOUR CREATIVITY DICTATES. MIXING CRAFT WITH INNOVATION, HIS COLLECTIONS DEFINE VERSATILITY

NOMINEES



JASON & ANSHU



ANAND KABRA



SHILPA CHAVAN



CELL DSGN



Videocon's Aniruddh Dhoti (R) handing over the trophy to Anuj Sharma



NOMINEES



TARUN VISHWA



SAUNABH DCA



COLSTON JULIAN



Dhiraj Kacker of Canvera (L) handing over the award to Khiwal



MUSE India

DRIES VAN NOTEN

DESIGNER DRIES VAN NOTEN'S LATEST COLLECTION FUSES IKAT PRINTS WITH MODERN METALLICS TO CREATE A LOOK THAT DESERVES OUR TROPHY FOR THE INTERNATIONAL COLLECTION MOST INSPIRED BY INDIA

NOMINEES



CYRO



MATTHEW WILLIAMSON



JOHN GALLIANO



BALENCIAGA



GIANBATTISTA VALLI

Senior designer JJ Valaya presenting the award to Chavan

BEST PHOTOGRAPHER of the year

TARUN KHIWAL

THIS POWERHOUSE PHOTOGRAPHER CAN DO WONDERS WITH THE LENS. A WINNER OF COUNTLESS AWARDS AND ACCOLADES, HIS BODY OF WORK IN FASHION REMAINS UNPARALLELED

BEST accessory line SHILPA CHAVAN



KNOWN FOR HER BRAND OF 'QUIRKY FASHION' SHILPA CHAVAN, INDIA'S ONLY MILLINER, HAS GIVEN ACCESSORIES A WHOLE NEW DEFINITION

NOMINEES



MEERA MAHADEVIA



ALECCA CARRANO



CAMELIA DALAN & SHELINA KUKAR