

DIFW



DI  
*Fashion Week*

DELHI INTERNATIONAL FASHION WEEK

DI  
*Fashion Week*

DELHI INTERNATIONAL FASHION WEEK

NFE  
*Nrityaa Fashion*  
ENTERTAINMENT

# DELHI INTERNATIONAL FASHION WEEK

5<sup>th</sup> – 7<sup>th</sup> MAY 2023

THE BRISTOL HOTEL \*\*\*\*\*

New Delhi NCR ( Gurugram )

FASHION | BUSINESS | GLOBAL

Presented by

Nrityaa Fashion Entertainment

WELCOME TO  
DIFW



We welcome you all to the launch of the very first edition of one of the finest fashion weeks in the country bringing up the creative & premium segment of fashion & glamour industry

**DIFW** , promises to be one of the massive , upmarket & exclusive fashion showcase in the capital inviting the biggies of the city , celebrity fashion designers , high-end models , fashion houses , couturiers , brands & engagements , individuals , businessmen , Embassy Officials , Bureaucrats etc.

3-4 days of high – end fashion showcase at the lucrative property in the capital will bring an extensive mileage and credibility to all our partners , sponsors & their brands with phenomenal product engagement along with structured PR

Join us to witness the incredible journey of **DELHI INTERNATIONAL FASHION WEEK** , becoming one of the most popular and affluent fashion event in the country

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MAKE IN INDIA  
( DIFW'SS23 )



## MAKE IN INDIA ON A GLOBAL PLATFORM

We are truly blessed and honoured to be called an Indian and be a part of the history of special crafts , textiles & magnificent craftsmanship over the years. Therefore , saluting the spirit of MAKE IN INDIA and to bring Indian designs and crafts to the world map ; we are extremely proud to bring you all “ DELHI INTERNATIONAL FASHION WEEK “ where apart from people in India , there are people from different parts of the world will come together and celebrate the culture of Fashion , Design & Craftsmanship with the unique compositions

Key elements :

- Indian designer start ups & fabrics to be showcased & launched at DELHI INTERNATIONAL FASHION WEEK 2023
- A skill development program to be formulated for all new & buddy designers
- International models & beauty queens from different part of the world to wear Indian designs & couture on the runway ; promulgating the world about the strong vision of Indian fashion culture and its progression around the globe
- Acknowledging the true essence of Indian artisans of the country and saluting them for keeping the essence of Indian Fashion Segment intact and respected all over the world
- Renown designers & dignitaries ( both national & International ) to promote Indian fabrics and couture

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### WHY TO PROMOTE NEW START UPS AND NEW INDIAN DESIGNERS

- Most importantly home-grown brands and start ups are supporting local artisans who were forgotten. Their efforts are reviving traditional craft techniques that were supported through patronage in the old time
- These brands make cloths in smaller batches , hence ensuring better quality & higher customization. This tends to be more ethical than the hoards of products created by global brands
- Local businesses generate employment opportunities within the community or region. They are more conscious about their efforts on the environment & the large community. They empower & uplift local communities while creating fashion
- Since these businesses work on a smaller scale, they have a direct connection with their customers and can address their issues more effectively

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FOUNDER'S  
DESK  
( Organizer )

## SANJAY KANNAN



" I am delighted to bring you all **DELHI INTERNATIONAL FASHION WEEK** , my presence in this world has a significant meaning towards giving back to the society with or without expectations , that we as a humans are bound to "

"says an International Fashion Director & the chairman owner Mr. Sanjay Kannan , Director ; **DELHI INTERNATIONAL FASHION WEEK** , owns one of India's largest & finest fashion service firms NRITYAA FASHION ENTERTAINMENT , based in Bombay & New Delhi India , that primarily promotes Indian fashion , artists , designers , brands etc. globally around the world.

Previously worked with the humongous banking corporate BANK OF AMERICA , for more than 5 years has brought tremendous amount of perseverance & experience to his life. He is now a renowned personality with his phenomenal expertise in the business of fashion in the country and around the world. He is also an official Fashion & Show Director of an International title MISS SUPRAGLOBAL , MISS AFRICA GOLDEN ( Turkey ) MISS STARLET INTERNATIONAL ( Nigeria ) , INTERNATIONAL FASHION WEEK GOA and mane more associated with all leading fashion and modelling events in India and abroad over the years

He is also associated with The Embassy Of Sweden , New Delhi India , helping International Sweden brands to come to India and get established

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OUR  
EXCLUSIVE  
VENUE



## THE BRISTOL HOTEL



“ **THE BRISTOL HOTEL** , a landmark of elegance & comfort , is the pioneer of luxury hotels in the business city of Gurgaon. The 5-Star deluxe hotel is located about 500 metres from sikandarpur metro station. Corporate hubs like Cyber City , Golf Course Road & Cyber Park are located near the business hotel. **THE BRISTOL HOTEL** , in Gurgaon boasts of its outstanding service , promising comfort which makes the 5-Star business hotel , a perfect destination for everyone

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DIFW  
2023



## DIFW HIGHLIGHTS

- ✓ New & Celebrity Designer Showcase
- ✓ International Designer Showcase
- ✓ Acknowledging Indian artisans
- ✓ Media engagement
- ✓ High-profile invitees
- ✓ Business & Networking
- ✓ Exotic location & ambience
- ✓ Gala dinner night at poolside ( Pre-event party )
- ✓ Massive PR & Promotions
- ✓ Pop-up stalls
- ✓ Personal brand segment
- ✓ Fashion enhancement



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## SPONSORSHIP



- TITLE SPONSOR : 75 LAC
- POWERED BY : 40 LAC
- ASSOCIATED BY : 25 LAC
- LOGO SPONSOR : 15 LAC

- **Customised activities can be planned based on your product engagements**

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DIFW  
MODELS

75  
आज़ादी का  
अमृत महोत्सव

PROPOSED CELEBRITIES



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## SPONSORSHIP



## BRANDING OPPORTUNITIES

- Show will be presented by your company name
- Advertisement in Newspaper , a week before the event ( Half page ads )
- Exclusive mention under the newspaper & digital media article like TOI , HT , Mid Day , The Print , ANI , Zee5 , and more than 40 other channels
- Complete branding at the venue during the entire event duration
- Tagging the brand in all stories & posts by models , celebrities & influencers
- Invitation to Press Conference on day 1 of event
- Constant mention by Emcee at regular intervals
- Structured branding for social media audience
- Hoarding in the city
- Mention in all Press release & promotions
- Publicity before , during and post event
- Booth Set Up at the venue
- VIP Passes for the event
- Logo on all edited videos & content of the event for all social media promotions
- Maximum reach of your brand

- **Customised activities can be planned based on your product engagements**

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## MEDIA PLAN



Print Ads  
Half or Full  
Pages

Radio

Social  
Media

On Ground  
Activation

News  
Channels

- Newspaper & Magazine ( Print & digital both )
- News channels ( India News , Jantantra , News India 24\*7 , News 18 , AajTak ( Saas Bahu Betiyaan )
- Radio promotions
- Digital social media campaign
- Branding through models & celebrities
- Branding at the Inaugural event in New Delhi next month
- Venue branding
- Partner promotions

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## BRANDING OPPORTUNITIES



### ACTIVITY BRIEF

- Brand logo to be placed on all offline & online creatives ( Posters ) & materials ( Banners , backdrop , standees etc )
- Brand mention by emcee on stage
- Instagram Stories to be made by our exclusive models & associates from the day 1 of arrival and followed by day 2
- More than 500k followers reach and views in million on Instagram ( in total )
- Customized promotional shoot for the brand can be done on request , featuring our best models
- Regular tags on stories on both days & also before & after event ( as a promotional activity )
- Official poster to be announced on the official page of DIFW & NFE
- Offline platforms are Mall , Clubs , Gyms , café etc
- A special videos can be made with our best selected models and associates , that can be used by the brand for their own promotional campaigns
- Brand mention in all Press Release and media articles



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## DIFW SCHEDULE



### DAY 1 & DAY 2

- ✓ Models & Designers Arrival
- ✓ Event Follow Through
- ✓ Induction & Introduction to the DIFW journey
- ✓ Promotional activities for brand
- ✓ Fittings & Trials
- ✓ Training & Rehearsals
- ✓ Structure & Placements
- ✓ Pre – Event Party

### DAY 3

- ✓ Technical | Dry Run ( Morning )
- ✓ Business & Networking ( Afternoon )
- ✓ Brand Promotion & Marketing ( Afternoon – evening )
- ✓ Pop – Up Stalls at the venue ( Afternoon – evening )
- ✓ Stage marking ( morning )
- ✓ Main Event ( Evening )
- ✓ Event Closure with Felicitations
- ✓ Post Event Party ( Night )

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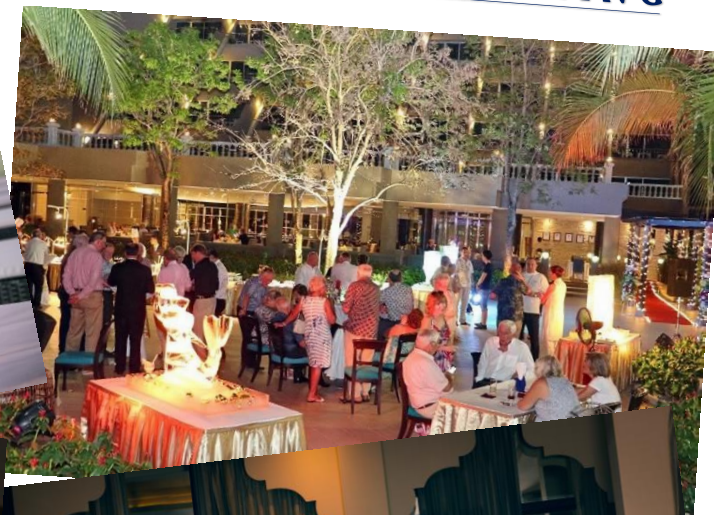


**DIFW**  
**PRE-EVENT PARTY**  
( Page 3 party | Cocktail )

**COCKTAIL**



**NETWORKING**



**FASHION & GLAMOUR**

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DIFW  
MODELS

75  
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अमृत महोत्सव

PROPOSED NFE MODELS ( INDIA )



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DIFW  
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PROPOSED NFE MODELS ( INDIA )



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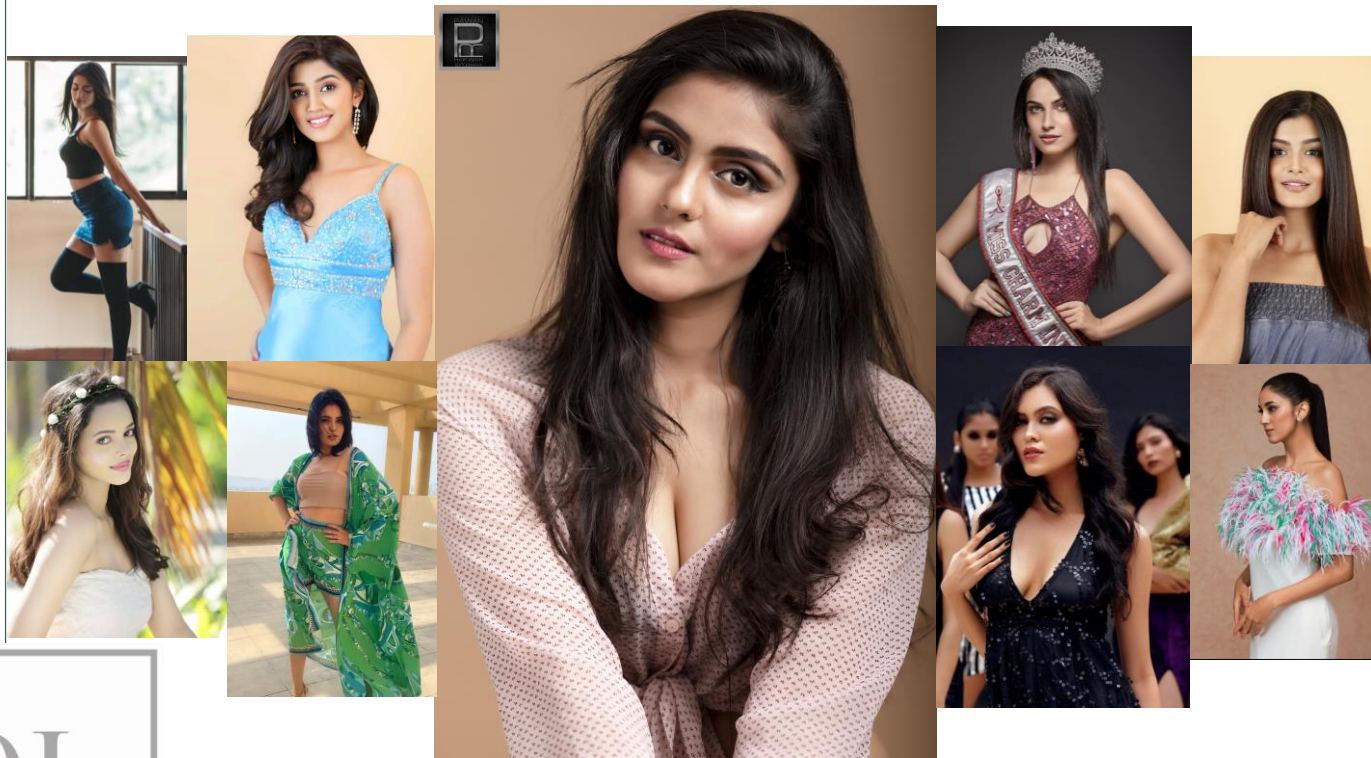
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DIFW  
MODELS

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PROPOSED NFE MODELS ( INDIA )



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PROPOSED NFE MODELS ( INDIA )



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DIFW  
MODELS

75  
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PROPOSED NFE MODELS ( OVERSEAS )



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DIFW  
2023



## ASSOCIATION WITH SWEDEN BRAND

Ranked among the world's largest economies, INDIA has become a global innovation and start up hub that leading companies can benefit from. In line with development & urbanisation , the match between Swedish expertise and the Indian market demand is rapidly increasing & this is our immense pleasure to be associated with the brands like URBANISTA & DELTACO from Sweden , presented by **THE EMBASSY OF SWEDEN** , New Delhi INDIA. Business Sweden has helped Swedish companies grow in India for more than 25 years.

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2023



INTERNATIONAL DIGITAL MEDIA PARTNER

( DUBAI )

**D**  
**fashion**  
magazine

**D FASHION MAGAZINE** (The Fashion Magazine) is an International digital exclusive Lifestyle Magazine based in **UAE DUBAI** , covering fashion trends, style, photos, videos, models and news across the World. D Fashion Magazine is the ultimate luxury fashion destination for fashion lovers covering global trends affecting the World. D Fashion Magazine is also an Online Directory of Fashion Designers, Makeup Artists, Models, Modelling Agencies and Photographers.

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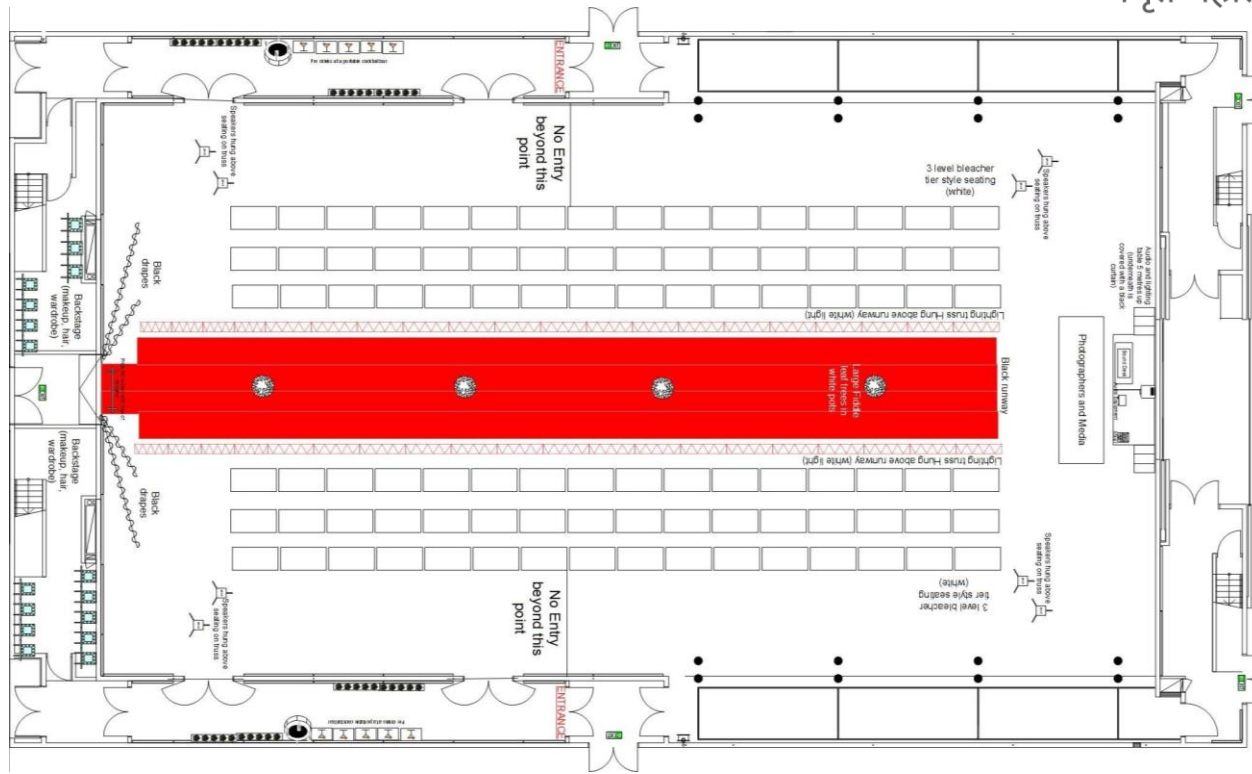
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 आज़ादी का
   
 अमृत महोत्सव

OUR
   
 EXCLUSIVE
   
 STAGE LAYOUT



STAGE STRUCTURE & LAYOUT

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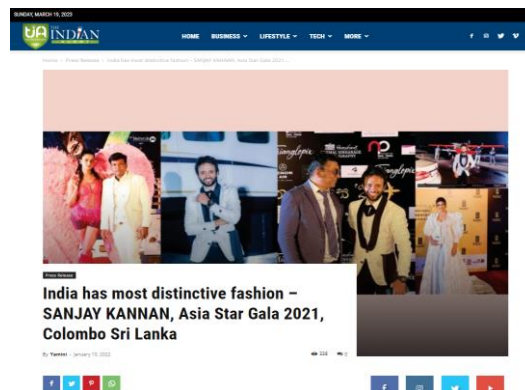
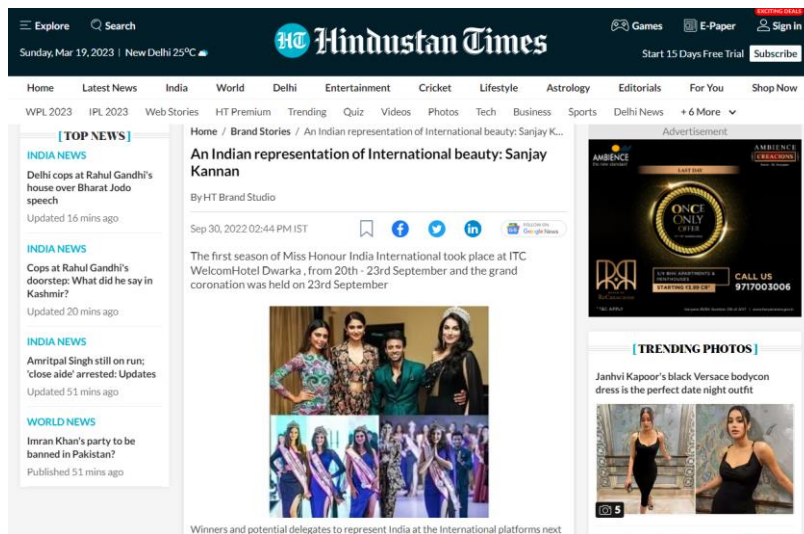
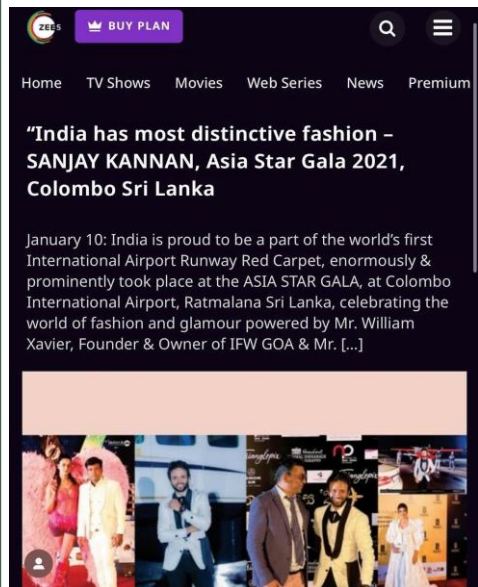
DELHI INTERNATIONAL FASHION WEEK



MEDIA  
COVERAGE NFE

GLIMPSE OF DECADE

( work by NFE over the years & Media Coverage )



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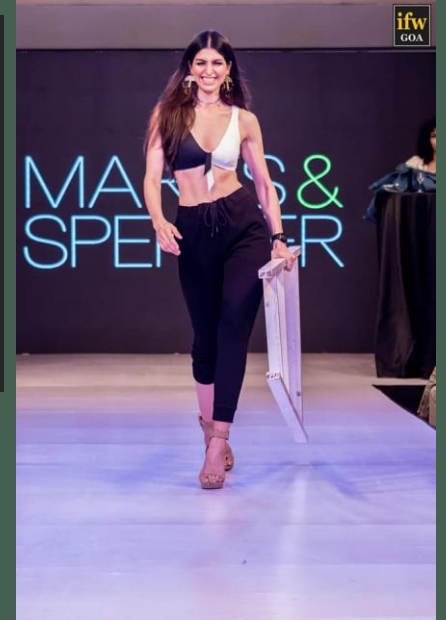
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Miss Honour India International Team





Miss Honour india International Team

OUR  
PARTNERS



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DIFW 2023

# CONTACT US

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Chairman & Director - DIFW

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Website : [www.nrityaafashionentertainment.in](http://www.nrityaafashionentertainment.in)

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