

## **Autumn Winter Collection 2010 dazzles the ramp at AEPC's 44<sup>th</sup> India International Garment Fair (IIGF)**

- ✓ *Over 225 exhibitors from 60 countries display their best creations*
- ✓ *Fashion shows organized twice a day*

21st January 2010, New Delhi : Apparel Export Promotion Councils' (AEPC) biggest event, the India International Garment Fair today in its 44<sup>th</sup> edition, witnessed the seasons best Autumn Winter Collection 2010 showcased by India's leading exporters. The collection reflected the latest designs and styles in vogue in domestic & international markets. With its Indian flavor and international appeal, the collection is all set to scorch the fashion industry. The 44th IIGF is being held at the Pragati Maidan, New Delhi from 20<sup>th</sup> – 22<sup>nd</sup> Jan'2010. AEPC's flagship event, the IIGF is attended by some of the leading names in the fashion and apparel industry from across the world.

Mr. Premal Udani, Chairman, AEPC said "AEPC India provides a platform to Indian exporters to showcase their creativity to the world outside India. And, it is our continuous endeavor to introduce something new at every season of IIGF. This ramp show is an opportunity for the participants to showcase new trends and fashions , thus creating an eclectic atmosphere full of glitz, glamour and style."

A perfect fusion of fashion, design and quality, the 44th India International Garment Fair is the ultimate destination for global fashion buffs and textile industry giants. This unique fair offers an astounding collection of garments, fabrics & fashion accessories manufactured by some of India's premier fashion and export houses. The ramp show highlighted some exquisite, never seen creations, displayed in various colors and designs. With its fine designer collection to suit all tastes and requirements, the 44<sup>th</sup> IIGF is expected to surpass milestones from the earlier editions.

The 44<sup>th</sup> IIGF was jointly inaugurated yesterday by Smt. Panabaaka Lakshmi, Minister of State for Textiles and Shri. Jyotiraditya M. Scindia, Minister of State for Commerce & Industry.

### **About Apparel Export Promotion Council (AEPC)**

Incorporated in 1978, with 40 offices and 8,000 small, medium and large garment exporters across India, Apparel Export Promotion Council (AEPC) is the official body of apparel exporters in India that provides invaluable assistance to Indian exporters as well as importers/international buyers who choose India as their preferred sourcing destination for garments. AEPC is a one stop information centre that provides assistance to garment exporters and helps bridge the gap between the exporters and overseas buyers through continuous improvement of quality management system. AEPC undertakes the responsibility of continuously exploring, sustaining & expanding global markets for the Indian exporters.