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PRESS RELEASE

42nd IIGF opens with much fanfare

Gurgaon, January 20 -- Leading apparel manufacturers and exporters gathered here today as the four-day 42nd India International Garment Fair (IIGF) opened with a dazzling collection for autumn and winter seasons of 2009-10.

The mega event showcasing fine garments for men, women and children by over 300 exhibitors was inaugurated by deputy chairman of the Planning Commission Montek Singh Ahluwalia.

The IIGF has been jointly organised by International Garment Fair Association, Apparel Export Promotion Council, Garment Exporters Association, the Clothing Manufacturers Association of India, Apparel Exporters and Manufacturers Association and Apparel and Handloom Exporters Association.

“The turnout has been very good despite recessionary trends worldwide,” said IGFA convenor Lalit Thukral. “A lot of boutique buyers have come to India this time.”

Indian apparel and fashion industry can definitely hope for a major rise in its exports during this year, he said.

The IIGF is one of the world's largest and most popular apparel fair held twice a year. Over 700 serious buyers from 60 countries and their agents are expected to converge here this week at the sprawling Apparel House.

On the first day itself, nearly 150 buyers and their agents registered to attend the fair. On January 22, a team of Directorate General of Foreign Trade (DGFT) will visit the IIGF and have interactions with industry leaders and foreign buyers. The next day, minister of state for commerce Jairam Ramesh will visit the fair.

The unique fair offers a mind-blowing collection of garments, fabrics and fashion accessories manufactured by some of India's premier fashion and export houses. Adding to the glitz will be theme based fair displays and avant-garde ramp shows displaying all the creations in colours and designs.

With exhibition area of over 16,150 square metres, the show is focussed on strengthening existing markets and exploring new ones. There are scheduled launches of new ranges and products and offering of special product displays through theme area.

The product profile includes: designer and private labels, bridal wear, cocktail and evening dresses, blazers, cardigan, cashmere products, jacket, pullover, sweater, sweat shirt, children's wear, denim wear, infants' wear, knit wear, ladies wear, men's wear, shirts, shorts, silk garments, skirts, suits, T-shirts, trousers, body suit, brassiere, brief, home wear, men's underwear, nightwear and pajamas, outerwear, swimwear, body wear, skiwear and track suits.

India is the sixth largest exporter of readymade garments in the world. Apparel worth 9.7 billion dollars were exported from the country in 2007-08.