

Embassy of India

Thimphu

Press Release: India@75 #AmritMahotsav Exhibition of Apparel creations by Bhutanese Designers on the theme “The Buddhism thread that ties India and Bhutan”

The Embassy of India, Thimphu and the Bhutan Fashion Consortium had launched an apparel design competition woven around the theme “**The Buddhism Thread that ties India and Bhutan**” for aspiring Bhutanese fashion designers aged 18-35 years. **This initiative conceived by the Embassy of India is aimed to identify and promote all Bhutanese designers who possess the potential and innate entrepreneurial talent** to grow and establish their own fashion houses.

Jury members Fashion designer KezangAnayath, Fashion blogger Karma Lhari Wangchuk, Model, Actor PaljorGyabakand MeghaArora, Second Secretary (Political) of the Embassy of India decided the top entries for selecting the prize-winning apparel designs.

**The attractive first prize was an all-expenses paid 5-day internship with the Fashion Design Council of India (FDCI) that will be fully sponsored by the Embassy of India.** This will be an opportunity for the Bhutanese designer to imbibe the latest design and couture trends prevalent in the Indian and international fashion arena and also learn design and techniques directly from the top designers at FDCI. Cash prizes were also awarded to designers who submitted the next best apparel entries as follows:-

- (i) 2<sup>nd</sup> prize : Nu 25,000-
- (ii) 3<sup>rd</sup> prize : Nu 20,000-
- (iii) Consolation prize : Nu15,000-

The website of the Bhutan Fashion Consortium was also launched by the Ambassador of India to Bhutan on this occasion.

The Special Exhibition of Apparel Creations by Bhutanese designers will be broadcast by the Bhutan Broadcasting Corporation during prime time on BBS Television.

Ahead of the Final Round of the Apparel Design Competition, Ambassador Ruchira Kamboj said, “The India@75 AmritMahotsav Apparel Design Competition and Exhibition is a Government of India initiative to nurture the best creative talent of young and aspiring Bhutanese designers. The competition is another opportunity to celebrate the spirit of Buddhism that enjoins the people of our two countries.”

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