

Signature creates a 'Sensation-al' Fashion Tour in the country

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Bold cuts, chic designs, flamboyant colours seamlessly blended into various sensations took fashionistas in Chandigarh, Mumbai, Pune and Bengaluru by storm! Signature brought together some edgy, vivacious designers to create a bold and beautiful fashion experience as part of the coveted Signature 7 Sensations Fashion Tour. The tour fashionably and successfully concluded shows in four of the seven cities so far. Supermodels like Anchal Kumar, Lakshmi Rana, Miss India World Manasvi Mamgai along with Bollywood stars Rahul Bose and Celina Jaitley, set the haute-quotient soaring in true Signature style!

A concept that has caught the eye of the nation, Signature brought the proposition of the 'Playground of the Bold & Beautiful' alive through the 7 Sensations Fashion Tour with renowned designers blending their designs creatively with a 'Sensation' based theme in each city, to provide an exclusive fashion extravaganza. Commenting on the brand's unique fashion foray and this association, Mr. Debashish Shyam, Business Head, United Spirits Limited said, "A brand that's not afraid of taking risks, Signature took a giant leap to make a statement with its association with fashion – an expression oft used by the Bold and Beautiful, thereby changing the paradigm by creating unique expressions on an unprecedented scale. Never before has there been a fashion show with concepts tailor-made for each city."

The Signature 7 Sensations Fashion Tour aims to merge fashion with the seven sensations in a contemporary setting to create a unique, exclusive and edgy experience.

Ace designers like Rina Dhaka, Satya Paul, Falguni and Shane Peacock, Rocky S, and several upcoming designers like Dev r Nil, Samant Chauhan, Nitin Bal Chauhan, have so far showcased their collections based on sensations like Impatience, Mischief, Pride, Jealousy.

Commenting on his association with this tour, Bollywood's sought after designer Rocky S said, "My show is based on the sensation Jealousy. Jealousy is a key to a happy relationship. Properly used, though, it can enrich relationships, spark passion, and amplify commitment and that's what my collection portrays with a combination of rich radiant colours reminiscent of burgundy, olive, maroon, burnt orange and rust. It is also adorned with tasteful silks, jacquard, chiffon, georgette, satin, crepe, varied blends of exceptional brocades, velvet and skillfully textured fabrics. Having the suave Rahul Bose and the sensuous Celina Jaitley flaunt style, glamour and sensuality on the ramp in true signature style, will surely leave the audiences envious!"

In keeping with Signature's association with high-heeled events like the McDowell Indian Derby and the IPL Nights, this latest proposition promises to drive home the brand's bold and beautiful persona.

When something is created with passion, the world takes notice. Signature is a force to be reckoned with on a worldwide platform. From the Gold at the International Whisky Competition, Chicago 2010, a silver and best in class at the International Wine and Spirits competition and a Bronze at the Concours Mondial De Bruxelles, the blend has won several international accolades for its daring and distinct taste. Not to mention the fact that its ever growing popularity helped it cross the mark of 1 million cases last year.

The Signature 7 Sensations Fashion Tour is on up to 5th August 2010 and will showcase the sensations of Anger, Ecstasy and Shock with designers like Rana Gill and Anand Kabra in Hyderabad, Narendra Kumar and Zubair Kirmani in New Delhi, Malini Ramani and Manoviraj Khosla in Kolkata.