

## zoOm's new fashion reality show

Written by Amit Bachchan

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zoOm, brings yet another glamorous and youthful reality show to the table with the zoom Fashion Drill – Model of Honour. Keeping in mind the viewer's insatiable appetite for glitz and glamour, this reality modelling series is all set to lay down the rules of the industry and groom aspiring models by honing their capabilities and preparing them for the challenging fashion world. Presented by PEPE JEANS LONDON & powered by YAMAHA, renowned stalwarts in the industry like Alison Kanuga, Subi Samuel & NethraRaghuraman will guide the contestants on the passion, dedication and technique needed to make it BIG in the industry.

With Subi Samuel, a name synonymous with concept photography in India, NethraRaghuraman, a true supermodel in the fashion industry and Alison Kanuga, a renowned model and show director, the twelve lucky contestants will be mentored and tested through a series of rigorous regime be it the photo-shoots, ramp-walk, ad film shoots, print ad shoots and everything else possible to bring out the best in them. Watch these models learn the tricks of the trade under the watchful eyes of the mentors.



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With the show providing an insight into the ever demanding and evolving fashion world, every episode promises to give viewers their fill of glamour with surprise visits from celebrity judges that range from well-established models and designers.

Only one male and one female contestant will stand a chance to win modelling contracts worth Rs. 5 lakh each with TOABH, a wardrobe from PEPE JEANS LONDON and bikes from YAMAHA. These exceptionally promising models will also be a part of the special feature in ELLE magazine.

AvinashKaul, CEO - ET NOW, TIMES NOW and zoOmsaid,“zoOm is seen by the youth as the go-to destination for current fashion trends and glamor updates. The zoOmFashion Drill – Model of Honour is by far one of the biggest platforms that takes aspirants a step closer to understanding the world of fashion. Having roped in industry stalwarts and celebrities for this show we aim to give our audiences an exciting show with interesting insights on what it takes to make it big in the industry.”



Neha Shah, Marketing Manager, Pepe Jeans India added,“Being a brand that resonates with the youth through fashion, we will see young talent come forth and grab this opportunity. This is a unique show created by zoOm and in today’s time when the fashion industry is becoming more and more competitive, the aspirants need a platform that can guide and groom them for this fashion world. Going beyond the regular routine of eliminations, contestants will get a fair

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chance to learn and imbibe the essence of the fashion industry.zoOm and Pepe Jeans have similar brand values making this a perfect fit.”

Mr. Roy Kurian-Group Head, Sales & Marketing, India Yamaha Motor Private Ltd commented, “We at YAMAHA feel that this platform provided by zoOm resonates with the stylish,confident youth of today who not only dream big but also strive to achieve them with great determination. This go-getter attitude & never say die spirit is pretty much similar to Yamaha brand philosophy and reflects in the personalities of our patrons and bike lovers too. The opportunity provided by Fashion DrillReality show on ZOOM is huge and we are glad to be a part of the show that is assisting the youth realize their dreams in the glamorous world of fashion. We wish participants all the very best.”

So get ready to catch the nation’s next big face, as they put their best foot forward in this seven episode reality series. Tune in to zoOm every Friday-Saturday starting 8th March at 8:30pm to catch all the action!