

## Shraddha Kapoor seen at the press conference

•Written by amit bachchan•

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Fashion One International announces BMW as the Title Sponsor & AZVA as Associate Sponsor to India Bridal Fashion Week 2014. The New Delhi fashion season will sizzle with the glittering BMW India Bridal Fashion Week 2014 to be held from August 7 – 10, 2014 at DLF Emporio, India's first and finest luxury destination.



BMW the title sponsor is the long term partner for India Bridal Fashion Week, along with Fashion One International and in association with AZVA. The BMW India Bridal Fashion Week 2014, which is holding its second edition in the Capital and the sixth in India, promises to be a high-octane fashion extravaganza celebrating haute couture, style and creativity in the country.



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Unveiling the new BMW India Bridal Fashion Week 2014 logo, the press conference announces the list of high-end designers of India's fashion industry showcasing their creations. The Czar of haute couture, Tarun Tahiliani will open the event with his spectacular bridal collection while JJ Valaya, creator of exotic styles, will close the scintillating fashion soirée with his sensational creations. Designers Suneet Varma, Raghavendra Rathore, Meera Muzaffar Ali, Ashima Leena, Gauri and Nainika, Falguni and Shane Peacock, and Jyotsna Tiwari will present lavish collections that will thrill connoisseurs of high fashion.

India's top super models, ace choreographers, glamorous makeup artists and hair stylists, will create the mood for the shows, presented against a backdrop of ultra-modern sets and innovative lighting.

Future plans for the BMW India Bridal Fashion Week are to stage this magnificent property all over India, to enable the fashion elite to experience the beauty and grandeur of BMW as well as the high fashion creations of India's top designers. The BMW India Bridal Fashion Week 2014 promises to give Delhi an unforgettable experience of couture, craft and culture combined into one super-sensational bonanza at DLF Emporio, India's first and finest luxury destination.