

BMW India Bridal Fashion Week 2014

•Written by amit bachchan•

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The sixth edition of BMW India Bridal Fashion Week 2014 in association with AZVA at DLF Emporio, New Delhi on day 1 saw a mesmerizing collection from the debut designer-duo, Gauri and Nainika.



The stage was set and the arena was pitch dark as the show was about to begin. But through a faint beam of light one saw people apart from the models still stationed on the stage! Bewildered by the scenario, the lights soon fade out and a dramatic scene of a backstage set up, where models were getting ready and choreographers describing the line up, took everyone by surprise!

Models soon take charge of the ramp in dazzling pieces by the Karan sisters better known as Gauri&Nainika. Their love for Hollywood glamour was evident yet again! With fine tailoring, sharp cuts and stark silhouettes Gauri&Nainika's bride was certainly off for her red carpet moment, walking down the aisle in minimalistic and contemporary gowns.

The styles were crafted in Neoprene (material used for making scuba diving suits). The versatility of the material gave the collection sharp cuts and clean lines yet added an element of movement and flow, giving them a fluid and sensual feel. Wide slits, asymmetric hemlines and

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their signature curve-hugging sheaths were consistent throughout the collection.

With top Indian designers showcasing their collections at the BMW India Bridal Fashion Week 2014, the event and the fabulous setting of DLF Emporio – India’s first and finest luxury destination – makes it one of the greatest shows in the country. The name BMW has always spelt aesthetics, design and quality of a very high standard, which will perfectly synchronize with the joy, beauty and grandeur of Indian weddings and bridal wear. Indian bridal fashion is haute couture of the ultimate kind that reveals precision and perfect craftsmanship, which resonates perfectly with the BMW brand values