

## little girls at the Barbie and Hot Wheels show at LFW

•Written by amit bachchan•

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Barbie and Hot Wheels in association with Hamleys hosted a first of its kind fashion show at the Lakmé Fashion Week Winter/Festive 2014, where 29 kids aged between 6-12 years from across India walked the LFW ramp.

To be a part of the grand finale, children from across India went through the Hamleys Ramp Camp workshops which helped them from confidence building exercises to posing on the ramp, followed by a Facebook contest and final auditions. 25 lucky kids from across locations were selected on the basis of their confidence, enthusiasm, poise and overall personality.

Accompanying the regional winners on the LFW ramp were the celebrity kids Kuhu Singh, Kashvee Barjatya and Mark Raut, while the showstopper for the evening was the beautiful Ruhanika Dhawan. The show was choreographed by the talented Rashmi Virmani.

At the Lakme Fashion Week, the girls walked the ramp in the mesmerizing latest collection from Barbie signifying the brand message 'With Barbie, Anything is Possible™'. The collection highlighted Barbie's signature style through its themes which are pink, playful, iconic, luxe and full of sparkle-shine called Fab Icon, Sweet Socialite, Pink is the New Black. The range includes party wear, casual dresses, tops, tees, denims, trousers, leggings, skirts, jumpsuits in addition to season specific apparel like jackets & sweaters. The latest addition to the range is skeggings (Skirt + leggings), a perfect amalgamation of fashion & comfort for girls. This range is readily available at Barbie Stores across the country.

The edgy collection by Hot Wheels comprises stylish jackets and t-shirts for little boys that display the brand attributes of speed, performance and power. The themes, The Boy in all of us and Pit Crew are inspired by dynamic cars and racing. The range includes cool graphics with cars in action combined with Hot Wheels logo play and racing and stunt cars with chequered flags & badges.

Speaking about the event Manu Sharma, Business Manager for Hamleys said, "Hamleys has always aimed at providing a magical experience for all its customers and we are pleased to have given the kids from across India a platform to showcase their talent at the Lakme Fashion Week. We are heartened by the amazing response we have received from both children and their parents and are happy to be able to reiterate the promise of being world's finest toy stop"

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Speaking about the event Rahul Bhowmik, Marketing Director, Mattel India said, “We are pleased to have associated with Hamleys and Lakme Fashion Week and reach out to young Barbie and Hot Wheels fans in India. This LFW collection combines the latest trends in international fashion and blends it with Barbie’s signature style, which any fan can easily buy at their nearest Barbie store. The kids truly gave a spectacular performance today and we are thrilled to have given them this chance to walk the LFW ramp. With this Barbie and Hot Wheels event, we want to give the kids an opportunity to believe that they can dream big in any part of their day whether it is school time, play time, bedtime, sports time or lunch time.”

