

شان  
**Pakistan** 2015



powered by  
**Braahiti**





**Braahtii**  
BY HUMA NASSR

**Braahtii** by Huma Nassr is a distinguished brand not only because of its creation but because of the universal goals it has. This event plans to amalgamate the two cultures of India and Pakistan and bring the best couturiers to the mega platform which will also play a huge role in strengthening the bond between India and Pakistan.

**HUMA NASSR** aims towards prosperity mainly for her country through propagation of ideas and creations in the field of fashion.



**Braahii**  
BY HUMA NASSR

In Collaboration with:



**FEDERATION OF INDIAN  
EXPORT ORGANISATIONS**  
Set up by Ministry of Commerce, Government of India  
ISO 9001:2000 Certified



Presents Shaan-e-Pakistan 2015  
Colours of Indo - Pak



EVENT DETAILS

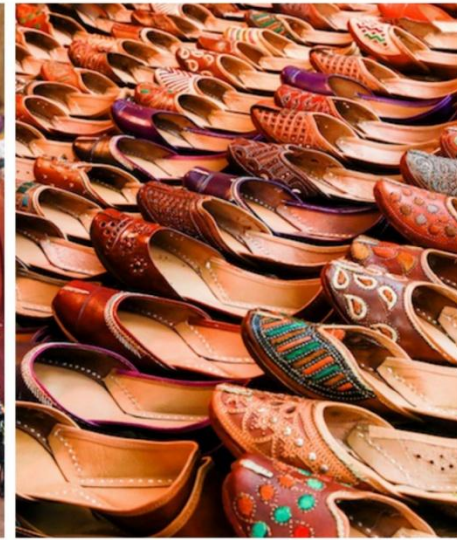
Huma Nassr presents  
**Shaan-e-Pakistan 2015- Colours Of Indo-Pak** which aims to provide a platform for the Indian and Pakistani talent to amalgamate on a single platform in Delhi and strengthen the bond between the two countries.

This **4 day event** will showcase the culture & products by some of the most renowned Indo-Pak couturiers that will be celebrated **worldwide!**





NEW DELHI



# ABOUT NEW DELHI

Delhi has a long history, and has been an important political centre of India. Delhi has been the centre of a succession of mighty empires and powerful kingdoms, making Delhi one of the longest serving capitals and one of the oldest inhabited cities in the world.

Delhi is fast on its way to becoming a fashion centre in the years to come. It has produced some of the finest names in international fashion including **Rohit Bal**, **Tarun Tahiliani**, **JJ Valaya**, **Suneet Varma** and **Ritu Beri**.

Being a City of diversified cultures, it has a booming demand for fashion-related goods







# EVENT SCHEDULE

**DATE:** September 10 – 13, 2015

**VENUE:** The Grand Hotel – New Delhi

DAY 1 – 10 September: Ek Shaam Pakistan Kay Naam

DAY 2 – 11 September: Fashion Showcase

DAY 3 – 12 September: Exhibition

DAY 4 – 13 September: Exhibition





# VENUE: THE GRAND HOTEL



Ek Shaam Pakistan ke Naam, a night of **glamour, entertainment and fashion**, embracing Pakistani and Indian talent together at the **Pakistan High Commission India**. The guests will be enthralled with sufi music by **Amjad Sabri** and **culinary delicacies** prepared by the best chefs from India and Pakistan.

Guests will include **top fashion journalists, media personalities and members of high society** as well as the business community invited by **Mr. Abdul Basit (Pakistani High Commissioner in New Delhi, India)**.



DAY 1 - Ek Shaam Pakistan Ke Naam



DAY 2 - Fashion Showcase



DAY 3 & 4 - Exhibition



Production [021] is an emerging event & fashion Management Company, managed by Muneera and Aamir Lakhani, The company is establishing an enviable reputation by using innovative ways to provide uniqueness to each event. Production [021] is built on the principles of transparency and accountability, the company works dedicatedly on designing bespoke solutions that are creative, feasible, efficient, carefully planned and successfully implemented





Talent pool includes a selection of models with diverse ethnicities to give it a universal appeal.



## IMRAN KUREISHI

A choreographer by profession, Imran has worked for multinationals and for the Pakistani government which has hired his services on a number of occasions for fashion shows abroad. He has been around in the fashion field for a really long time now and is well acquainted with this world.



A dedicated, fully equipped media room to maximize media coverage of the show and its designers.



A house full with 3000+ high-end guests experiencing  
Shaan-e-Pakistan 2015 in 2 sessions.

TV Media Personalities  
& Radio Hosts

Print Media Editors &  
Fashion Columnists

India & Pakistan  
Diplomats

Socialites

Fashion Bloggers India

Owners of Fashion  
Retail Outlets in India

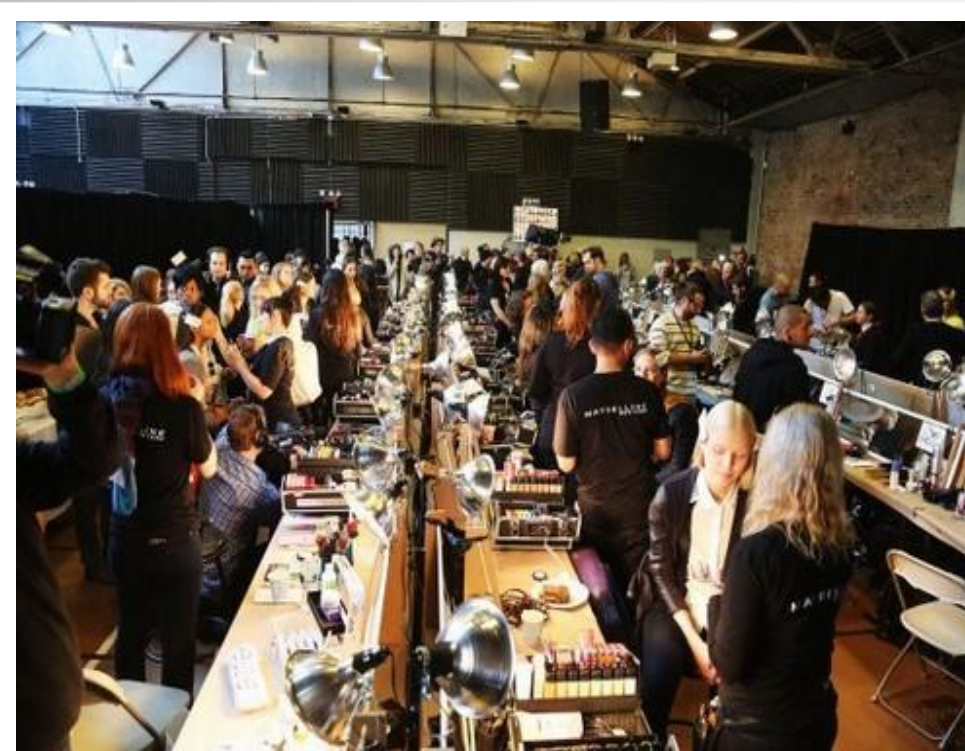


MARKETING & PR CAMPAIGN

Country's most popular PR agencies to handle the pre and the post activities both in India and Pakistan:



Best make-up and hair style artists available to designers.



## **PUBLIC RELATION:**

- PR agency to handle pre & post activities
- Pre & post coverage of the event in local & international newspapers & magazines
- News Conference to announce the dates and venue for Shaan-e-Pakistan

## **DIRECT MARKETING:**

- A short messaging Service [sms] to be sent
- Ads in leading Newspapers
- Billboards and flyers around Delhi
- Mass distribution of flyers all over Delhi
- Personal invite to socialites of Delhi

## **BROADCAST MEDIA:**

- One of the leading Pakistani Channel will be the official Media Partners

## **ONLINE MARKETING**

- Facebook
- Twitter
- Instagram
- Online Advertisement
- Blogs
- Event Listing

## **NEWSPAPERS & PUBLICATIONS**

- Times of India
- Hindustan
- The Telegraph
- Tribune
- The Indian Express



- Organizer will be arranging one visa for each Designer/Exhibitor.
- Visa for others associates will be charged separately [\$100/Person]
- Organizers will provide hotel accommodation for one person only for 4 nights/3 nights respectively..
- Visa process requires minimum 45 maximum 60 working days. Visa issuance is on the discretion of the ministry. In case of rejection the amount will be refunded by the organizers.
- Designer/Exhibitor are to send their or [Team Members] passports by June 30, 2015
- In case the Designer/Exhibitor is sending the goods for the exhibition by cargo, it is the sole responsibility of the Designer/Exhibitor. Stock needs to be sent by August 10, 2015.
- Organizer will not take the responsibility for stock lost in transit.
- Designer/Exhibitor can send any marketing material such as business cards, banners & catalogue 15 days prior to the event.
- 50% to be paid by the Designer/Exhibitor upon confirmation. Remaining 50% payment to be made 30 days prior to the event. Last date of payment is August 10, 2015.

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*Join us in Delhi with top  
couturiers from India,  
Pakistan and across the  
globe!*

