



— KERALA —



ABHILDEV.COM

KERALA
FASHION
LEAGUE
2016

SHOWCASE

ABOUT KERALA FASHION LEAGUE

Kerala Fashion League is a fashion enterprise that aims at taking Kerala's fashion scene to an International platform, and evolving the state into one of the country's most sought-after fashion hubs. It is organised and produced by AbhilDev.com

In a state that's brimming with young fashion designers and enthusiasts, KFL is the first of its' kind to have launched a concept that could fully tap this potential. KFL not only showcases top designers and models reigning the fashion industry, but also to budding artistes who are new to the scene.

Season 1 of Kerala Fashion League was held at Crowne Plaza, Kochi on May 27, 2015. 17 leading designers and over 50 top models walked the ramp along with coveted names like Priyamani, Nikki Galrani, Parvathy Omanakuttan, Miya George and Junaid Sheikh.

KFL made its' launch through its' social cause 'Rice Bucket Challenge' in 2014. To date, over 2 lakh Kilograms of Rice has been donated to several charitable organisations, with the support of over 60 schools and colleges across



ABOUT ABHILDEV

Abhil Dev is the founder of Kerala Fashion League and Proprietor of AbhilDev.com. Abhil was a Film Producer and Businessman before he was lured into the world of fashion.

After having attended countless International fashion pageants, Abhil was keen on bringing this concept to his home State, and this is how the brand - Abhil Dev was conceived. He hopes to take the League to various states in the country. In addition, Abhil also initiated the KFL Rice Bucket Challenge, which is a noble has garnered him much praise and media coverage.



THE VENUE

Crowne Plaza, Kochi is the perfect blend of business and pleasure - with a highly accessible location in the heart of the city and refreshing views of the backwaters, guests are sure to feel refreshed and rejuvenated after every stay. The hotel boasts of luxurious facilities and splendid dining outlets.



ABOUT KFL RICE BUCKET CHALLENGE

The Rice Bucket Challenge initiative was pioneered by a Hyderabad based Journalist named Manjulatha Kalanidhi. She considered this initiative an inexpensive and productive alternative to the Ice Bucket Challenge, which involved participants pouring ice water over themselves, so as to create awareness about a disease called ALS. The Rice Bucket challenge inspires individuals to donate rice to a deprived person or organisation and subsequently invite more donors, to form a chain.

Abhil Dev was moved by this initiative and thus, decided to propagate it across Kerala. With the help of his experience and connection in both the film and fashion industries, as well as several social welfare organisations, he conceived the 'KFL Rice Bucket Challenge' in over 60 educational institutions, shopping malls and other forums across the State. The campaign gained mass support among the youth and celebrities, and has to date, donated over 2 lakh kilos of rice to orphanages, old age homes and also to people and places requested by the donors.

The KFL Rice Bucket Challenge has Sanjana Jon and Rahul Easwar as its brand ambassador.



SEASON 1 SUMMARY

DATE :

27 MAY 2015

VENUE :

CROWNE PLAZA, KOCHI

DESIGNERS :

SANJANA JOHN, ASLAM KHAN,
ASMITA MARWA, RAJ SHROFF,
JAMES FERREIRA, REHANE,
SHRAVAN RAMASWAMY,
CHAITHANYA RAO, ANAND SIYA

CELEBRITIES :

ANDREA JEREMIAH,
NIKKI GALRANI, NIKITA,
PARVATHY OMANAKUTTAN,
MIYA GEORGE, JUNAID SHEIKH,
ADITI ARYA, NAONITA LODHI
U RAJESH, NARESH IYER,
ALAAP RAJU, RENJINI JOSE,
PEARLE MAANEY

CHOREOGRAPHERS :

SUNIL MENON,
DALU KRISHNADAS, JUDE FELIX

HAIR AND MAKE UP :

ROBERT NAOREM

SOCIAL EVENT :

KFL RICE BUCKET CHALLENGE



KFL DESIGNERS - SEASON 1



JAMES FERRIERA



REHANE



RENUKA C. SHEKAR



SANJANA JON



SHRAVAN RAMASWAMY



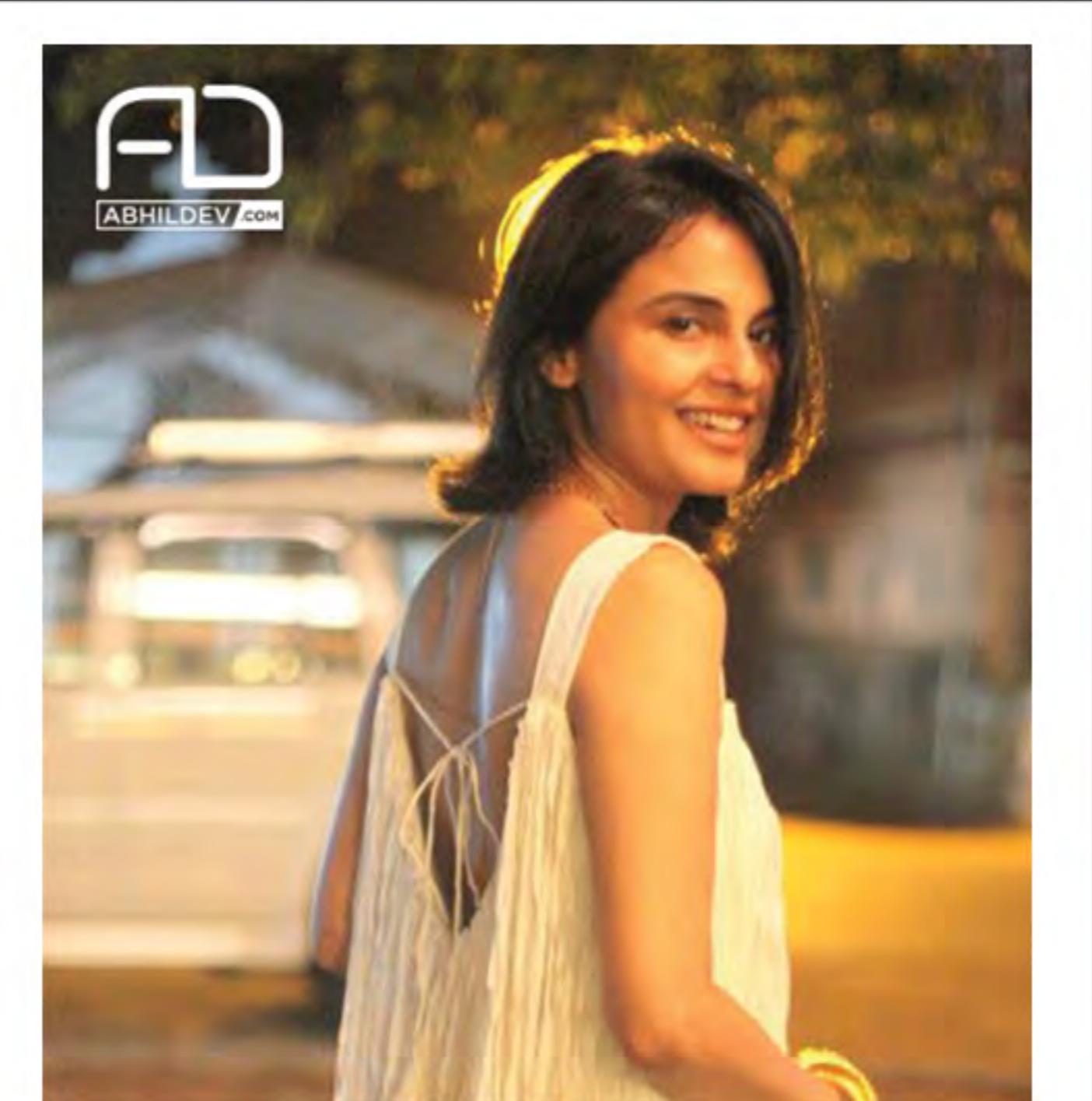
CHAITANYA RAO



ASLAM KHAN



RAJ SHROFF



ASMITA MARWA



ROBERT NAOREM



MERAJ



FEMITHA



NOUSHIJA



RESHMA - LANEL M



MATIN MAC

KFL CELEBS - SEASON 1



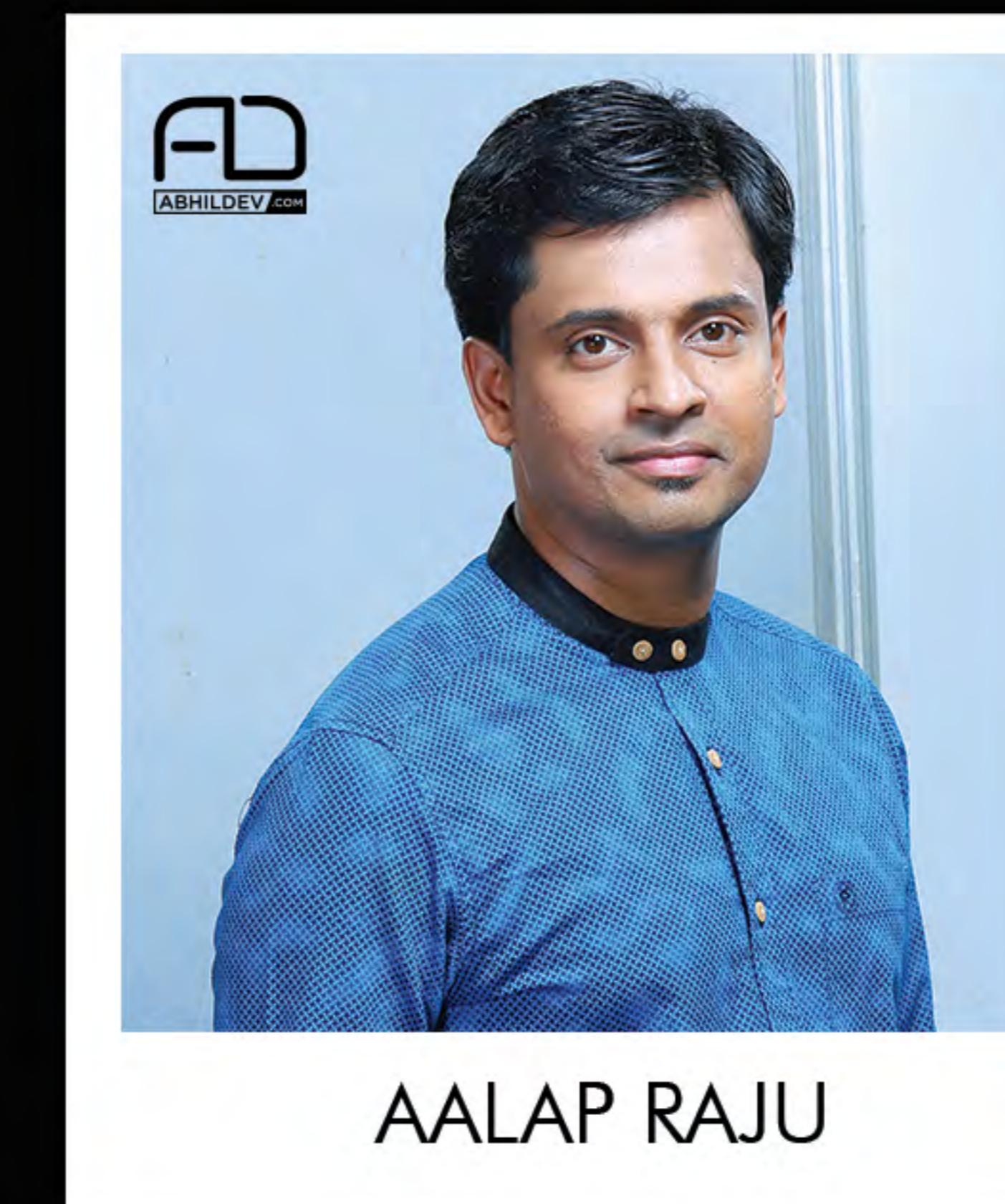
ANDREA JEREMIAH



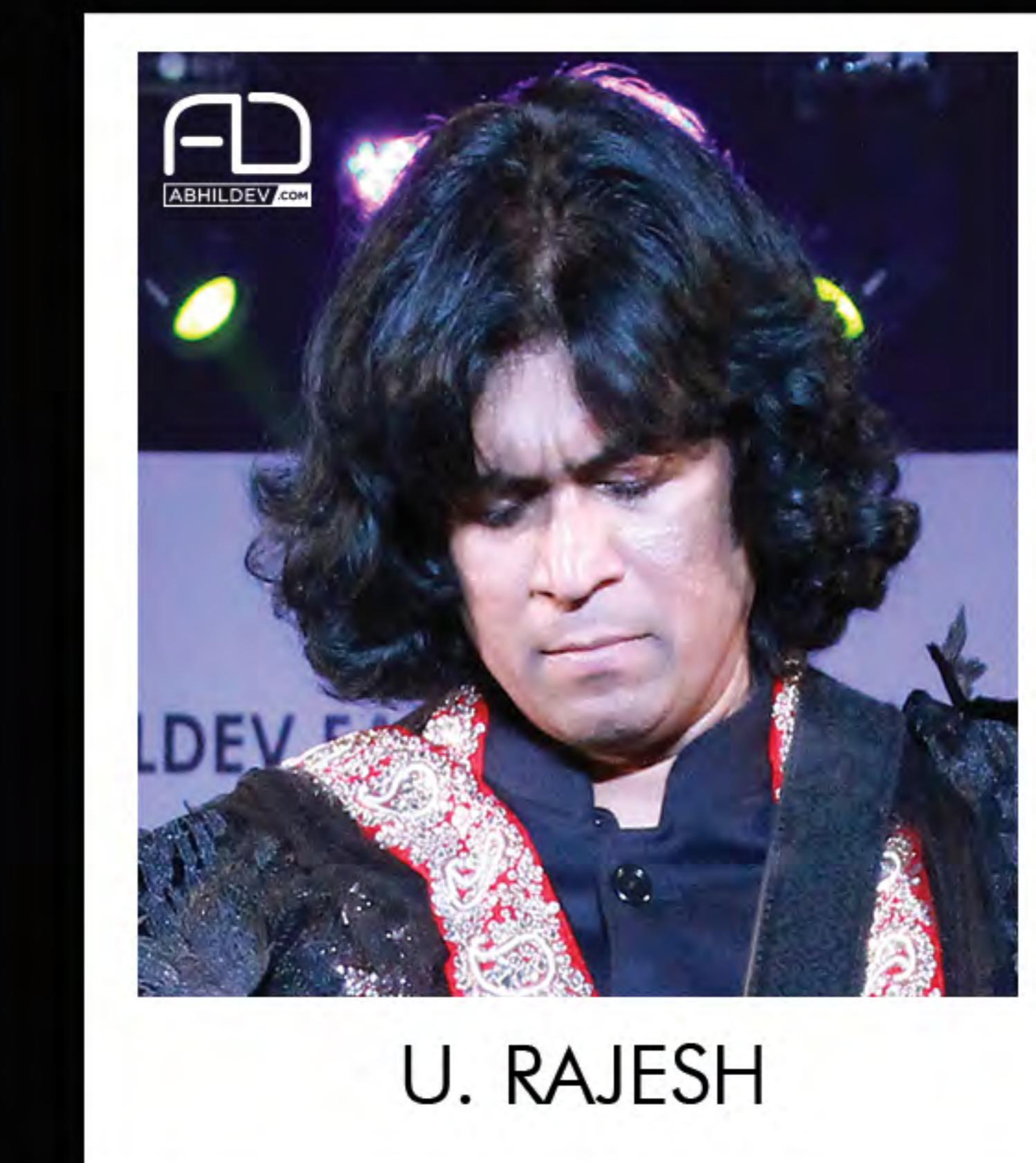
NIKKI GALRANI



NARESH IYER



AALAP RAJU



U. RAJESH



PARVATHY OMANAKUTTAN



ADITI ARYA



NIYAZ



NIKITA



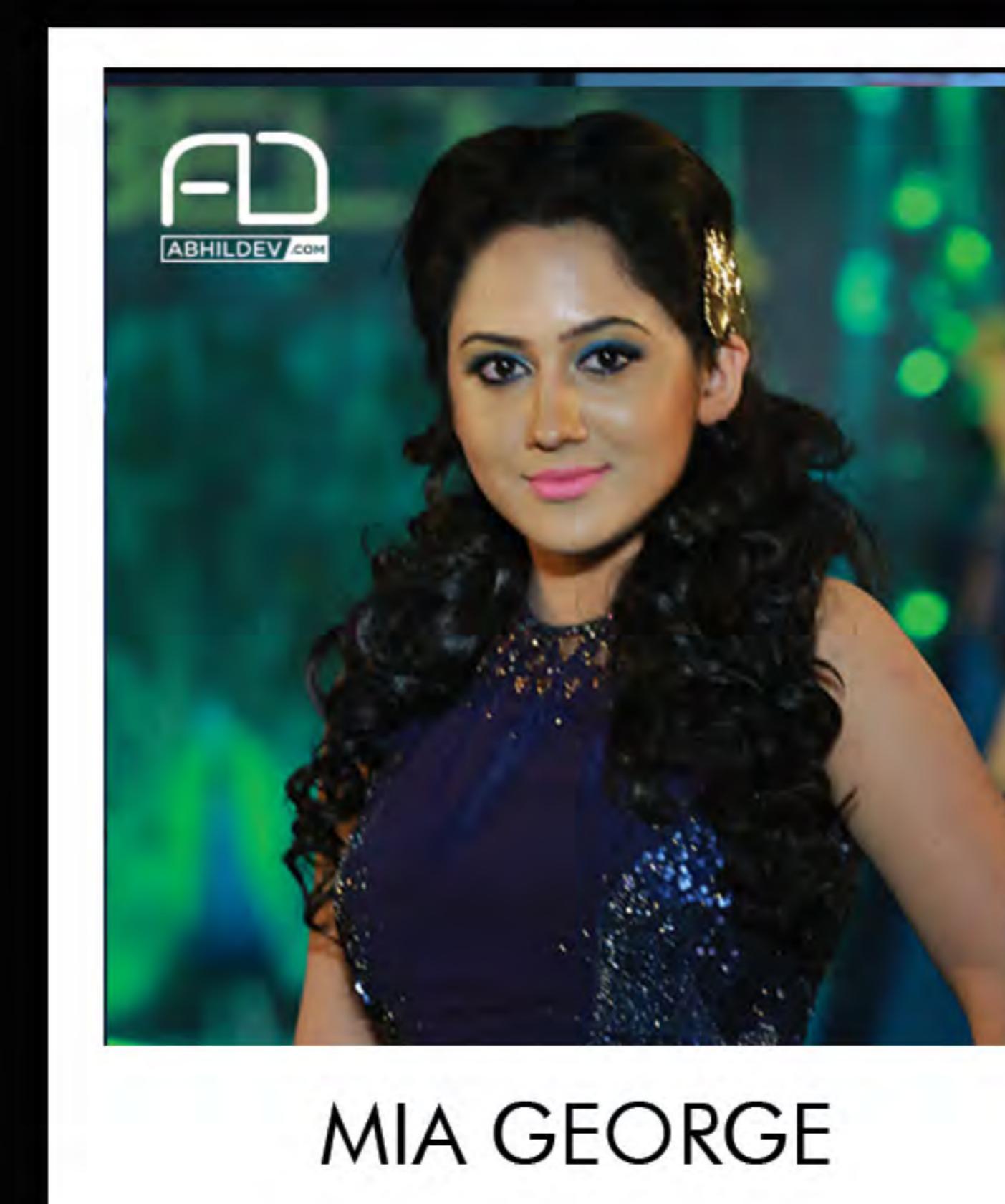
JUNAID SHEIKH



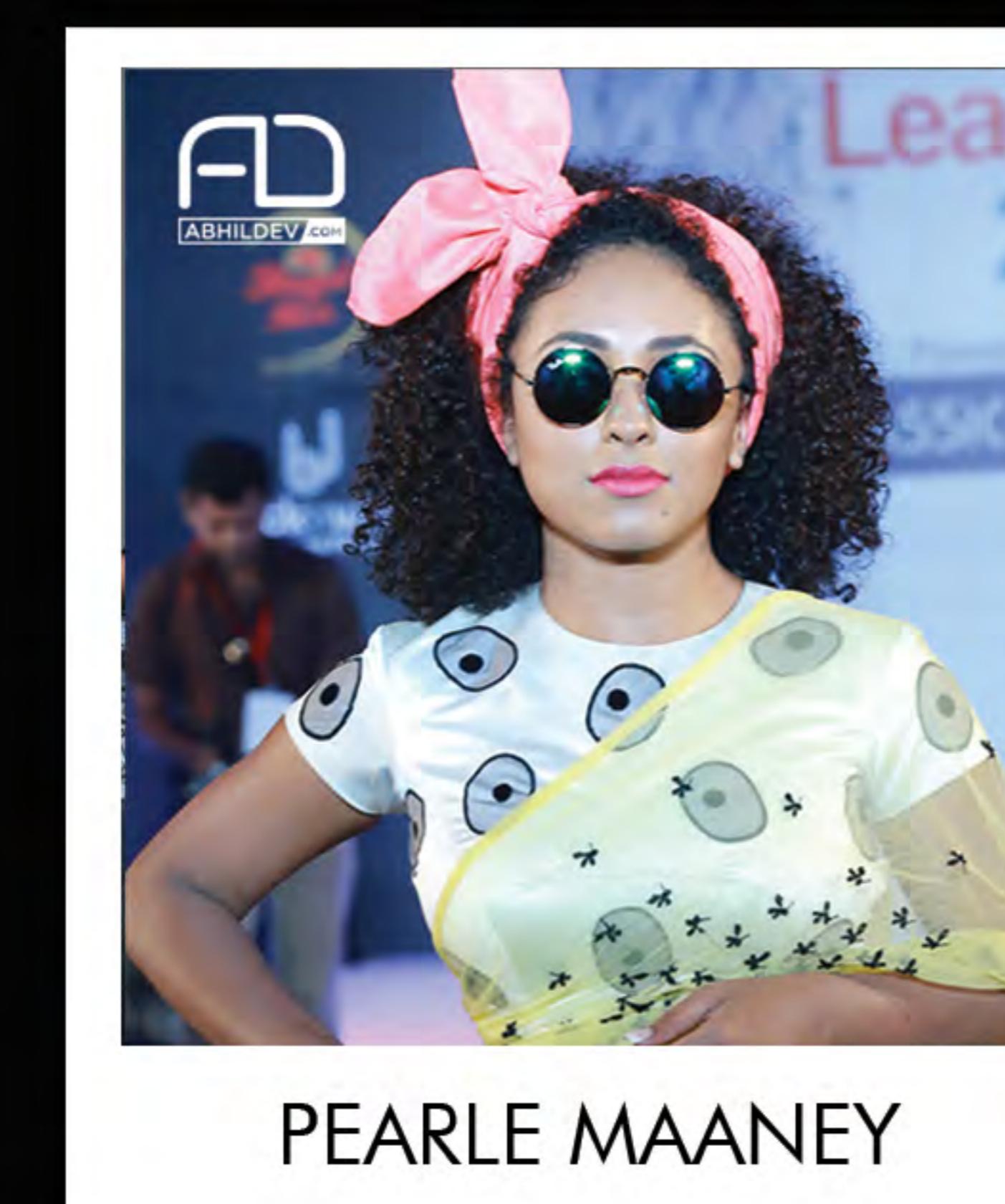
NAONITA LODHI



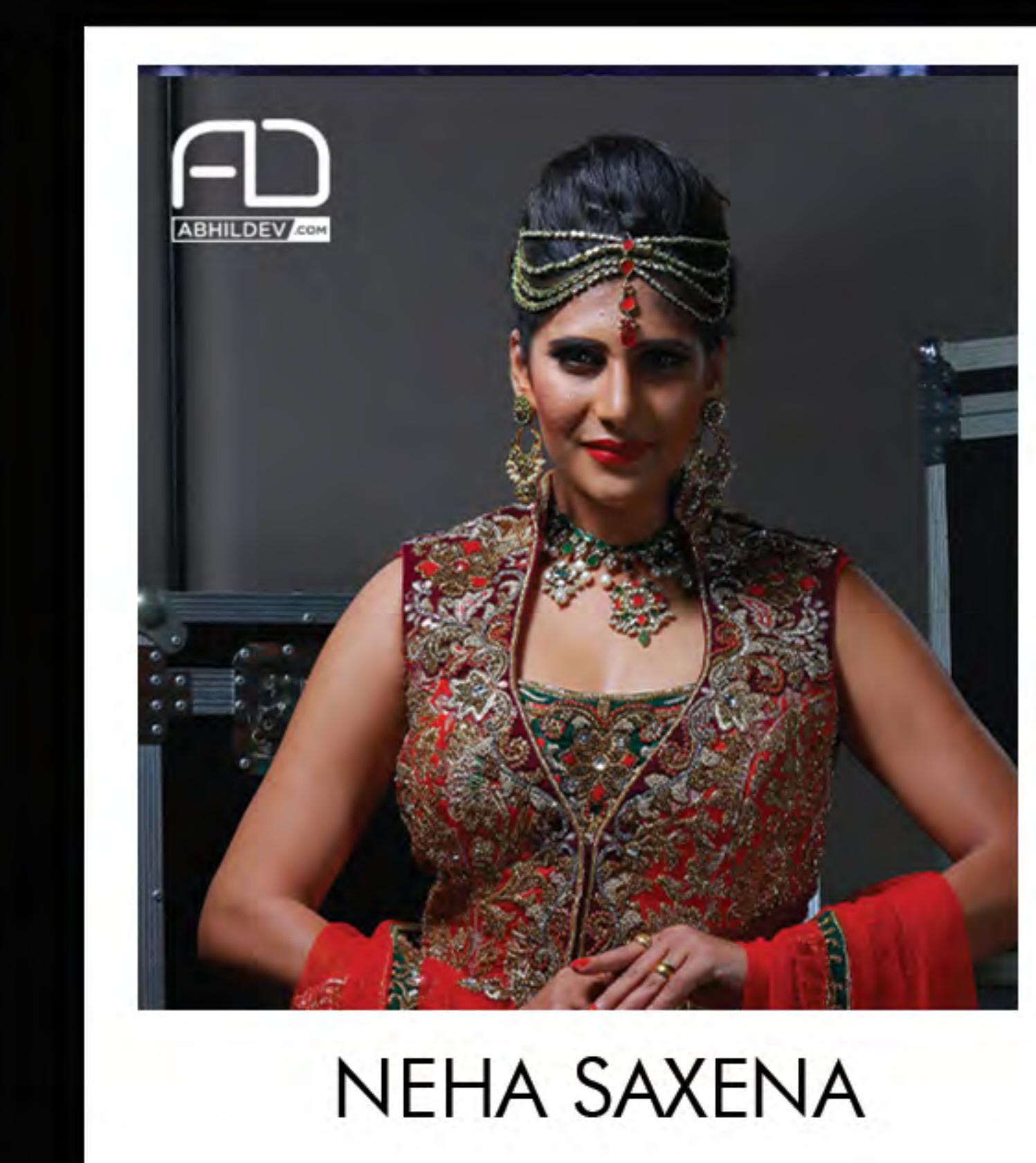
RENJINI JOSE



MIA GEORGE



PEARLE MAANEY

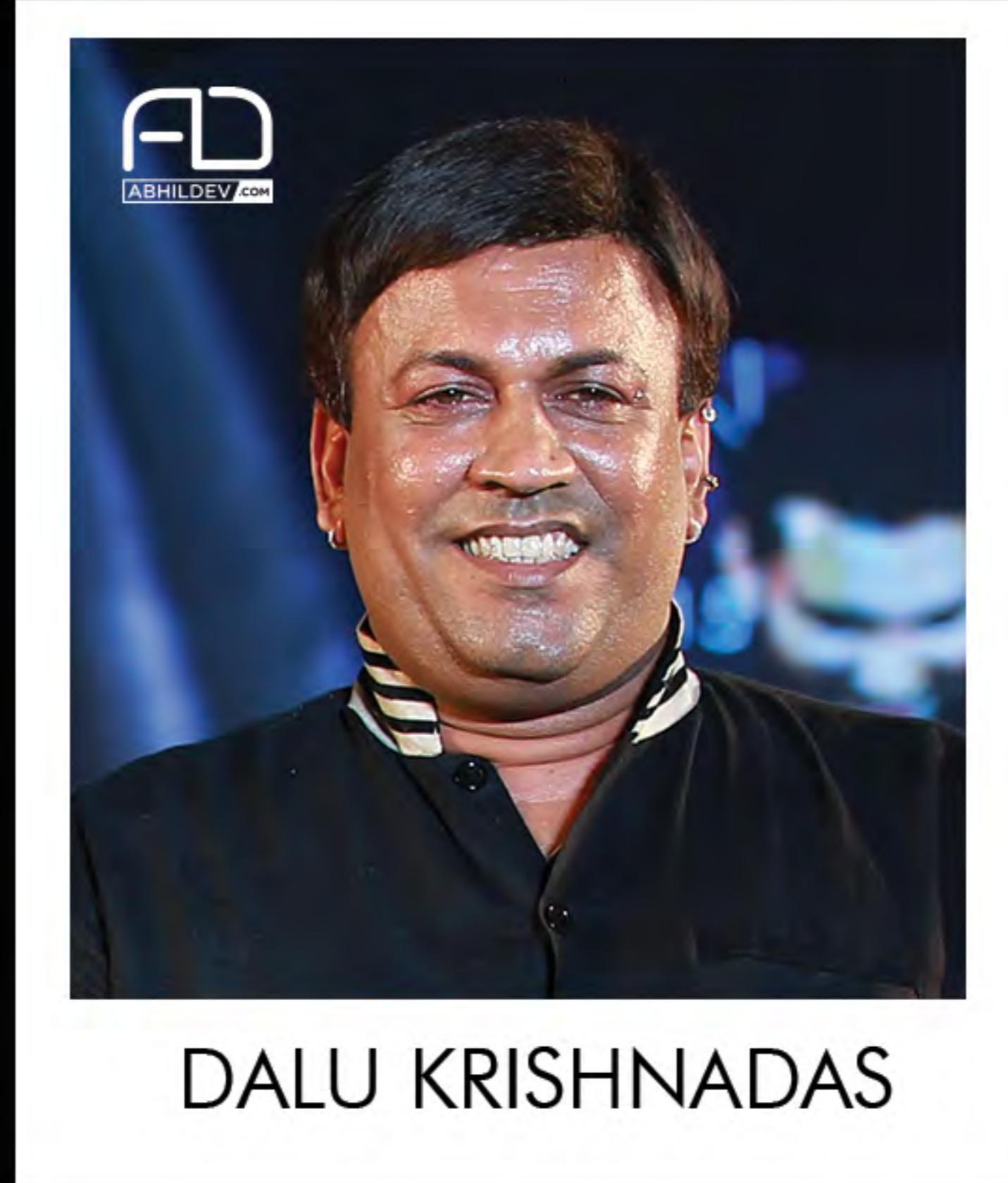


NEHA SAXENA

KFL CHOREOGRAPHERS - SEASON 1



SUNIL MENON

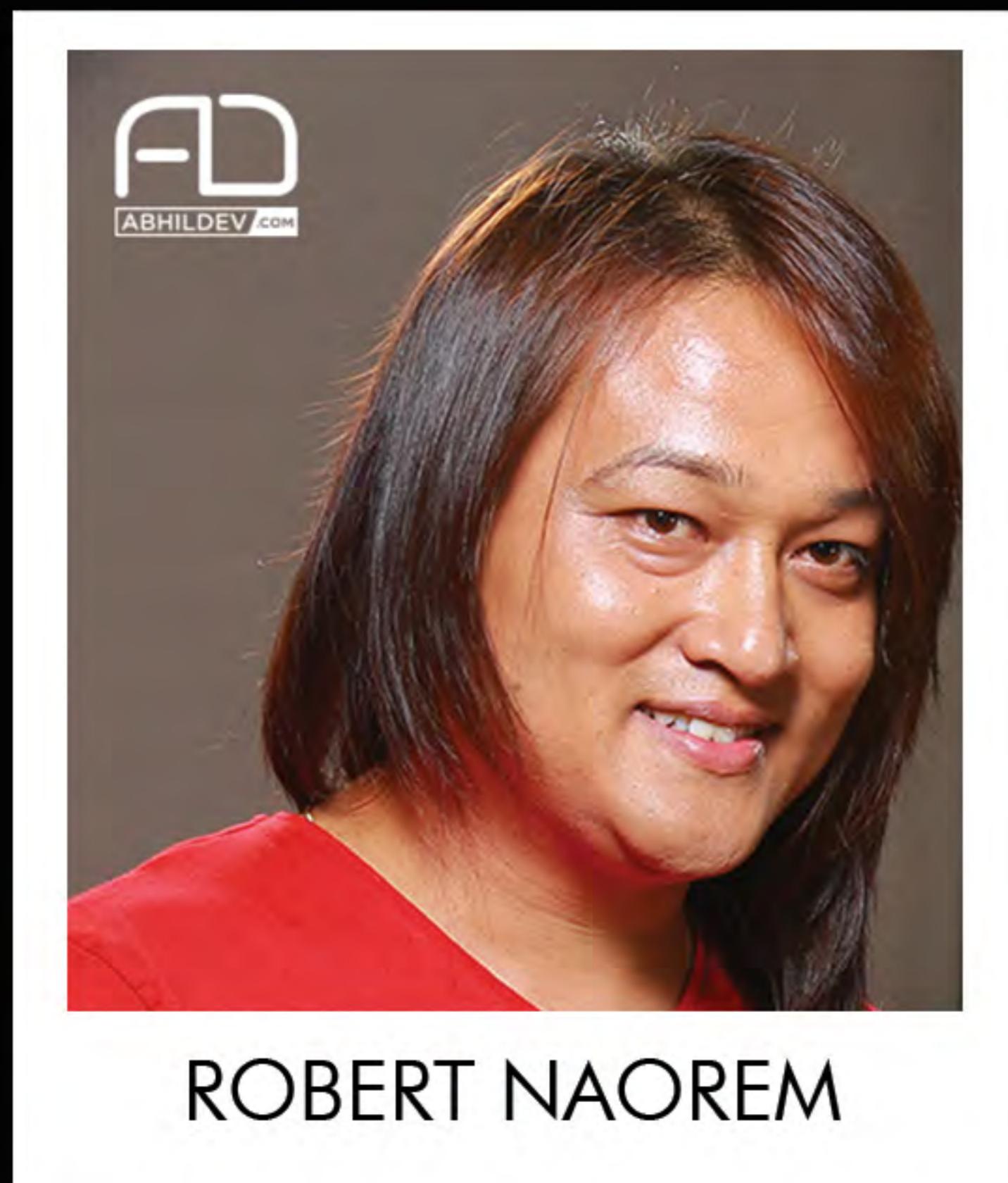


DALU KRISHNADAS



JUDE FELIX

KFL MAKE UP - SEASON 1



ROBERT NAOREM

KFL ANCHOR - SEASON 1



BHAVYA MEERA

KFL DJ - SEASON 1



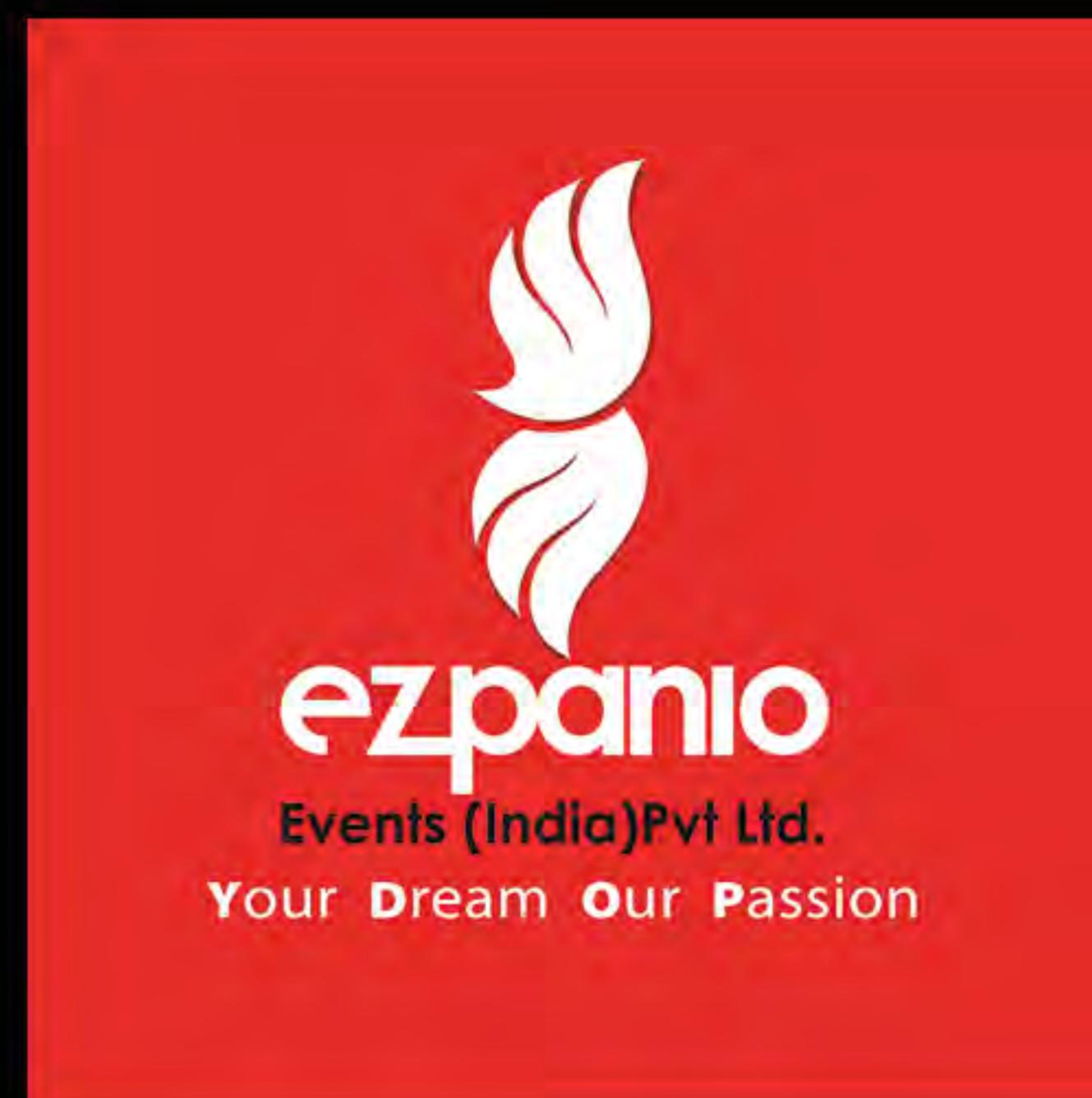
RAM

EVENT MANAGEMENT

Backed by seasoned professionals, gifted creative heads and a youthful team, Ezpanio has fallen in love with Innovative Events with a signature of its own. Ezpanio has made its entry into the event horizon of Kerala in a grand way with many large scale Exhibitions, impressive Fashion & Beauty Pageants, Splendid Stage Shows, Outstanding Launching Ceremonies, Prestigious TV Shows & Pompous Award Nights. We have stamped our own footprints in this industry that is still untraced and unmatched.

Offering 8 years of in-depth and innovative experience in the field of Events & Corporate Entertainment, we have got all the expertise under one roof needed to make any event a grand success. From conception to completion, each project is treated with the same high standard of service and quality, irrespective of its size.

Ezpanio is also supported by its sister concern Black & White Creations Pvt Ltd who has been into creative advertising and event management.

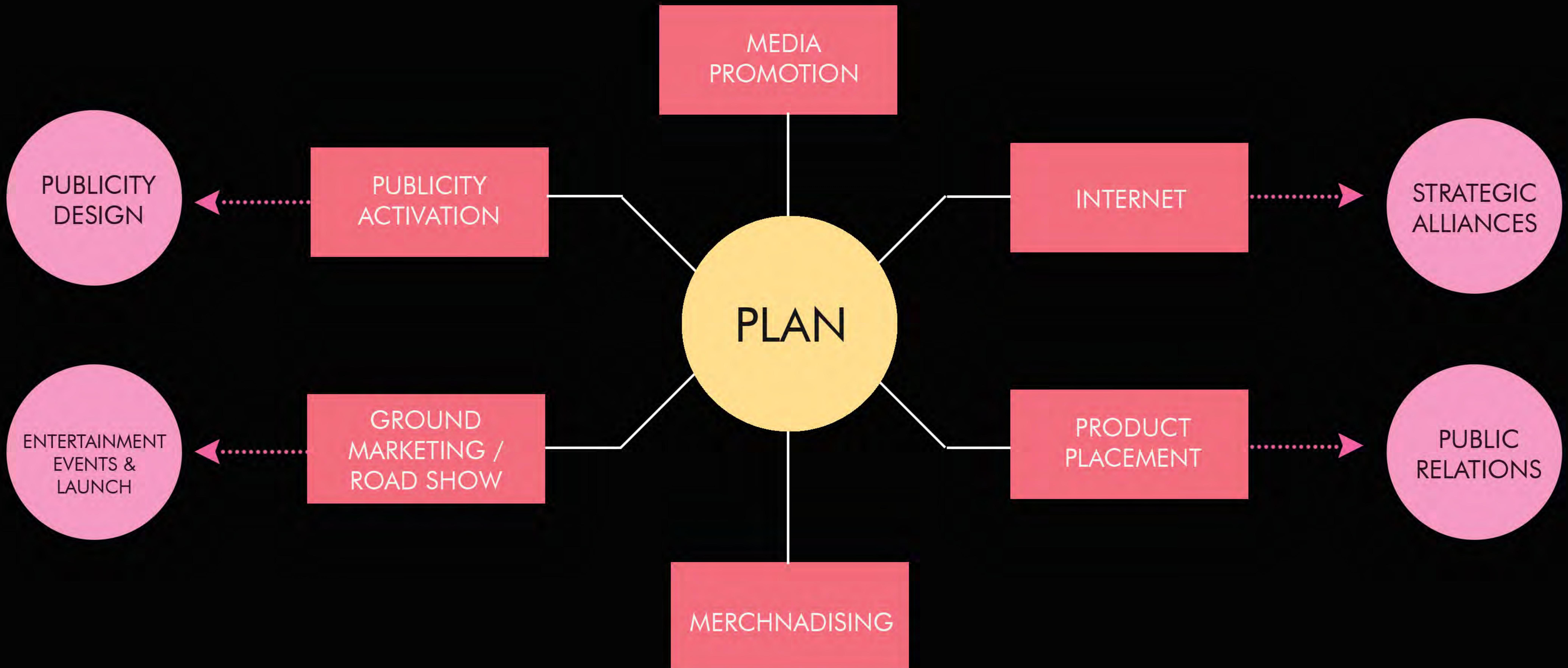


ZULIFIKAR ALI



ANWAR A.T.

PROMOTIONAL MEDIUMS



KFL ADVERTISEMENT

1. Kerala Fashion League is telecasted in Flowers TV Channel with a viewership of over 50 lakh people.
2. 30 hoardings at major points of cities across various districts in the State is leased for advertisement.
3. Advertisements are pasted on 8 coaches of 8 trains running in various routes across Kerala.
4. Advertisements are pasted on boards in all major Railway Stations of the State.
5. Video advertisements are played on LCD Screens in all major Railway Stations of the State.
6. TV Commercials are aired in all major Malayalam TV Channels, during prime time as well as News Hours.
7. News about the League is covered by all major regional and national newspapers.
8. Event is promoted on all major local Radio Stations.
9. The Show is featured by all leading regional and national fashion and lifestyle magazines in the form of advertisements, as well as promotion.
10. The Show is widely promoted on all Social Media platforms such as Facebook, Twitter, Instagram and Youtube.

SCOPE OF THE SHOW

1

DEVELOPMENT OF
FASHION TOURISM IN
KERALA.

2

INTRODUCTION TO
VARIOUS NEW
DESIGNER WEAR BY
INTERNATIONAL LABELS.

3

MARKETING AND SALES
OF HAUTE COUTURE
PRODUCTS FROM
RENOWND LABELS.

4

DEVELOPMENT OF
FASHION INDUSTRY
BASE IN KERALA.

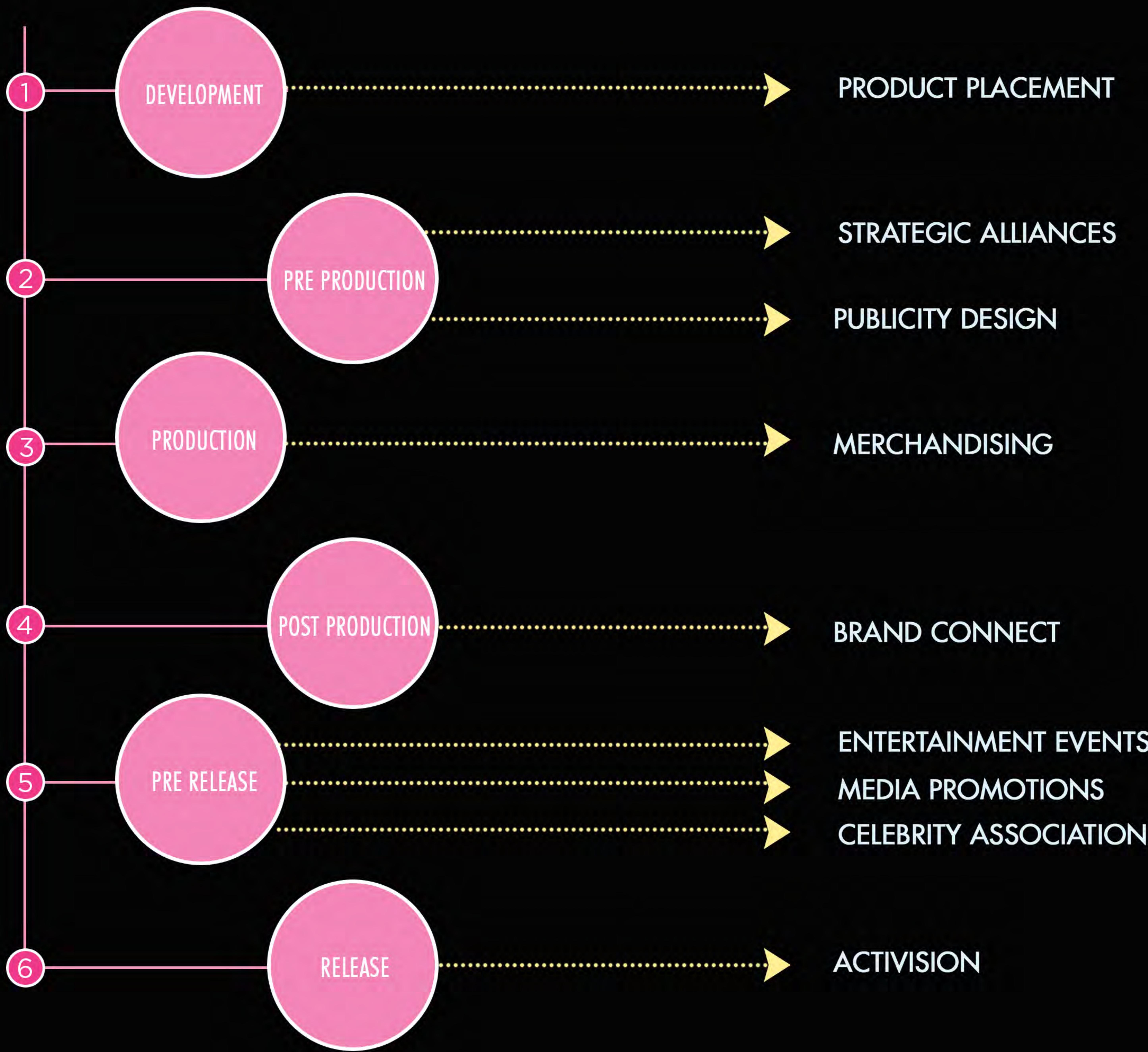
5

INTRODUCTION OF NEW
TRENDS AND SCINTILLATING
DESIGNER WEAR
SHOWCASED BY TOP
NATIONAL / INTERNATIONAL
DESIGNERS

6

TO CREATE AN
EXCELLENT LAUNCHPAD
FOR DIVERSE TALENT

PROCESS



STRATEGIC ALLIANCE

MEDIA

INTERNET: FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, WHATSAPP,
GOOGLE, YAHOO, BING

TELEVISION: FLOWERS CHANNEL, KAPPA TV

PRINT DAILIES: DECCAN CHRONICLE, TIMES OF INDIA, HINDU, INDIAN EXPRESS,
MALAYALA MANORAMA, MATHRUBHOOMI

MAGAZINE: FWD, STAR & STYLE, VANITHA, ADCOM, INSPIRE

RADIO CHANNELS: RED FM



VIRAL MARKETING

Viral Marketing Campaigns for KERALA FASHION LEAGUE that will enhance search rankings among Search engines, forums, social network sites and directories.



MEDIA COVERAGE

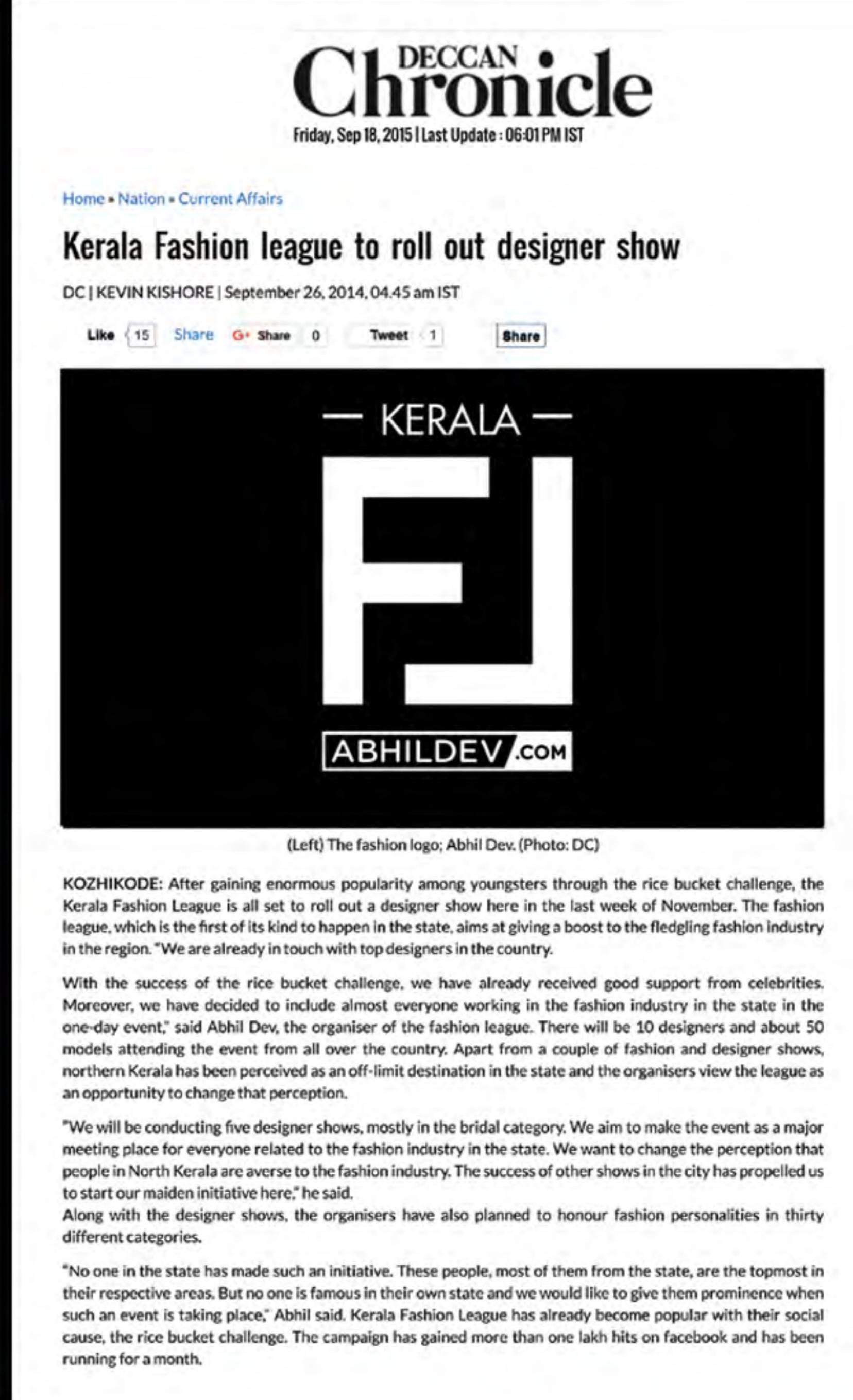
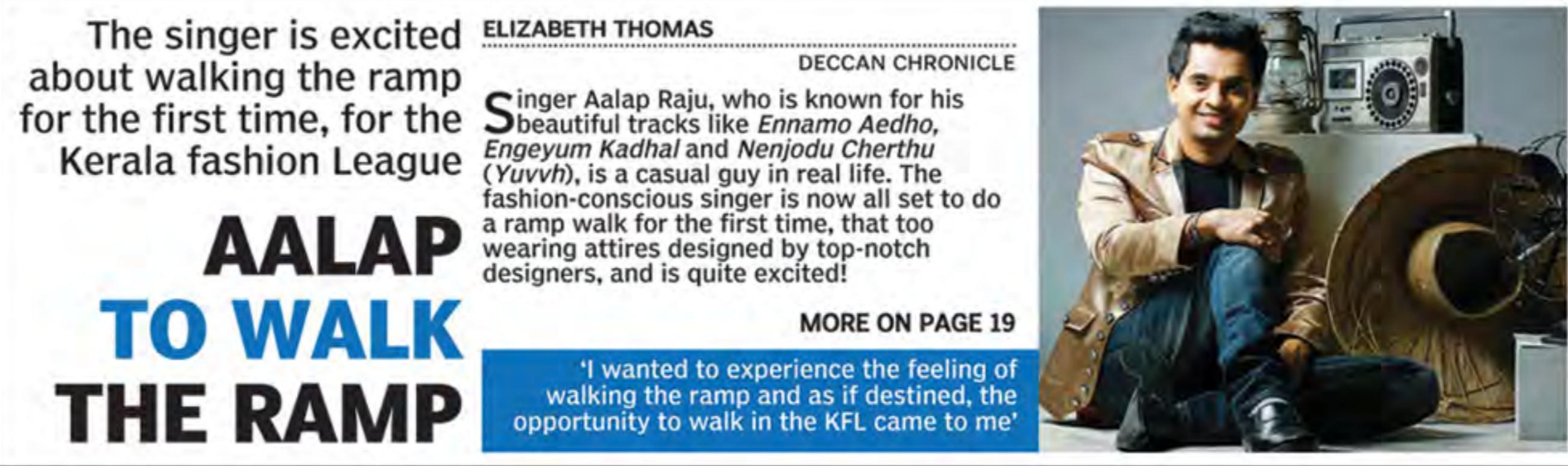


WHEN CHARITY MEETS STYLE



Bucket list, full and spilling

Both of us are really excited about it. We just can't go back from Kerala without getting a massage. However, since we have such limited time in the city, I think we'll have to give the backwaters and houseboats a miss this time. But if we do get enough time, we would love to squeeze them in as well," he explains all excitedly.



"I have to bring about a change in our society," he says.

According to the campaign, Darshan, one of the choreographers for the Indian Fashion League, says, "We managed to collect 1,60,000 kg rice as part of the campaign in just 10 days and this was distributed evenly in different areas by NGOs themselves. I strongly believe that the celebrity involvement and the glamour quotient played a huge role in the success of the campaign." Rahul

Dharmapuri, who has participated regularly in these events, adds, "Apart from rice bucket challenge, other social themes have also become a part of the individual shows hosted by the designers. Designers like Shravan Ramaswamy, Rahane, James Ferreira, Aslam Khan, Mirage, Robert Naorem, Asmita Marwa, Chaitanya Rao, Raj Sharoff, Matin Mac, Anu and Reshma (Label M), Renuka, Femitha (Kalista) and Noushijah Fatih also took part in promoting Indian fabrics like

on themes many times, but this time, it is not my collection that is important. My show will not have any models, but only celebrities from the film industry. The men will wear black as a sign of protest against violence, abuse and prejudice against women, whereas the women will walk the ramp together, as one group, to show solidarity and emphasise the power of women. To me this is not a fashion project, it is a social project. The idea is to present this

**FEEL THAT CELEBRITIES LEAD
DANGEROUS LIVES THAT ARE
DETACHED FROM THE REAL WORLD
AND THEM AND DO NOT HELP
CAUSES. THIS CAMPAIGN
IS OTHERWISE**

— RAHUL ESHWAR

A black and white portrait of a young man with dark hair and a beard, smiling at the camera. He is wearing a dark jacket over a light-colored shirt.

— RAHUL ESHWAR

rees and adds, "Many celebrities lead glamours lives that are detached from the world around them and from social causes. This causes otherwise. Rather than just a place for celebrities to showcase what they are, everyone involved invested time and energy into the cause and actually participated in it."

'Ikat', calling for green initiatives like including gardens in the city-scape, exploring the strength of women and so on, through individual shows.

Sanjana Jon, for example, promoted the idea of women empowerment through her show. "What I have done for this show is a bit different from my usual style. I have designed collections based

Rajesh and singer Alka Ajay Raj and Naresh Iyer.

"We as celebrities are often so involved in working for ourselves that we forget or rarely find the time to work for others. This is what makes such programmes great initiatives. It gives us the opportunity to show that we too have a humane side within us. I hope we can inspire more people to reach out and support the needy with this initiative," says actress Neha Savana.



Kochi to host fashion league

Kochi: Kochi is getting ready to host Kerala Fashion League. Espanio events is conducting the fashion league with top level fashion designers and models participating in the event. Sanjana John, James Pereira will be among other top level fashion designers who will be participating in the meet. National and International models will be attending the event. Paravathi Omanakuttan, Nikki Gilrani and Priya Mani will be



A NEW EXPERIENCE

'It is all about attitude'

A photograph of a man with dark hair and a mustache, sitting on what appears to be a stage or platform. He is wearing a dark, button-down shirt over a light-colored undershirt and red shorts. He is holding a small, rectangular object, possibly a book or a small device, in his hands. The background is dark with some stage lighting visible.

Organised by Abhilash Dey Fashion Company, Kerala Fashion League will be held on May 27 at Hotel Crowne Plaza, Kochi.

Is he nervous? "No. I am actually thrilled. I know that it is not a joke walking with professionals on such a big show. But I believe that it is all about attitude and translating the elegance of my costumes to the audience well. It is yet to be finalised whose design I will be wearing. I am eager to know it and will attend the trials before the big day. However, I am sure that it will be quite an interesting experience. Let's wait and see what is in store," he says.

Though he is a Malayali,

Aalap became popular through Tamil and Telugu movies. He has sung only a few Malayalam songs, including the song from the album *Yuvak*. It was Harris Jayaraj's songs that made him popular; the recent one includes a song from the movie *Yennai Arindhal*. "I have sung more songs in Tamil. Harris Sir made me a singer, giving me back-to-back hit songs," he says.

KFL FEATURED IN MAJOR NEWSPAPERS - THE HINDU, DECCAN CHRONICLE, TIMES OF INDIA, INDIAN EXPRESS, HINDUSTAN TIMES, MALAYALA MANORAMA, MATHRUBHUMI AND MANY MORE

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