

THE VIMONISHA PRIVATE COLLECTION

Chennai, a unique window of opportunities . Showcase at South India's leading exhibitions





THE VIMONISHA PRIVATE COLLECTION



CONCEPT

The Vimonisha Private Collection is a much awaited exhibition of Indian couture, pret wear, precious and fashion jewellery , accessories and home lifestyle products. Organised and promoted by Vimonisha Gallery, it has earned the reputation of promoting the best handpicked talented designers in the country.

The concept of Vimonisha Private Collection is to assimilate a range of designers in Pret wear, jewellery, hand bags, footwear and accessories and showcase their products to a captive audience of B2B and B2C visitors with actual buying power.

The Vimonisha Private Collection is held either at the The Vimonisha Gallery Chennai or other venues in 5 * hotels in Chennai & other cities.

The Vimonisha advantage

-The only exhibition where you get a guaranteed stall location after viewing the floor plan. No rude shocks when you arrive at the venue!

-The only consumer show that makes a conscious effort to invite boutique and lifestyle store owners, wholesalers , export houses, merchandisers and sourcing agents from South India to generate trade enquiries for you apart from the retail sale.

-The only exhibition that builds each designer's brand name and generates press coverage and publicity for individual designers too.

- No preconditions of not exhibiting/retailing in Chennai, a month prior to our exhibitions, in this world of free enterprise and competition.

Exhibitor Profile

Designers of sarees,suits and pret-wear

Precious, semi-precious and fashion jewellery and accessories

Handbags and footwear

Home decor and lifestyle products

Gourmet foods and desserts

Beauty related brands and services

Women related products and services

Visitor Profile

High net worth women buyers

High end store/boutique owners and merchandisers from South India

Wholesale buyers ,sourcing agents, export houses.

Visitor Promotion Plan

Advertisements in The Hindu-Chennai's leading daily newspaper

Posters, banners at leading locations in the city
Sms campaigns to select database of visitors

Press release in leading newspapers and magazines

Extensive pre-registraion campaign for assured visitors

Invitation cards to buyers, boutique owners and wholesalers

PR support for the event

Advertisments in fashion and events magazines

Strategic tie ups with trade media, online partners and likeminded partners to bring brand visibility.

E-banners on key web portals

Emailers to the large datatbases suited to our target profile of customers

On our 50th show **50th** Our esteemed clients say ...

"To me, Chennai is synonymous with Vimonisha... we are proud to be part of their family and have grown with the clientele they generate for us."

-Ritu Sharma- Poshak, New Delhi

"The trust, faith and confidence that I have in Monisha and the Vimonisha Private Collections far exceeds what words can say....she understands and appreciates our creations , and take great pains to see that it is promoted well and makes sure each exhibition is a grand success."

-Aditi Trivedi, Samaroho, Kolkata.

"Vimonisha is a great show, and what's better , the organizer is very warm and helpful too!"

-Shillpa Puri, Mumbai

Vimonisha gives us a fantastic platform... it's a pleasure to be at there!"

-Vamangini , New Delhi

Vimonisha in the news **Press**

"20 years after introducing Chennai to new designers, year after year, show after show- Vimonisha celebrated the landmark occasion the way it knows best-by hosting a mega style souk featuring 30 designers from all over the country".

-The Hindu Nx

"20 years of great designs-Vimonisha's fashion exhibitions have been known to attract Chennai's shopaholics every year.... Some designers from the recent Lakme Fashion Week."

-The Indian Express

"Chennai hosted a warm high-end two day celebration - Vimonisha the upmarket gallery on Khader Nawaz Khan Road, celebrated 20 stylish years....Verve, its media partner , air dashed for the occasion. Khushboo urged, "please do bring new fashions to our city of Chennai, the Vimonisha shows keep us updated on the latest style in fashion.Visitors streamed in throughout the two days and kept the 35 designers on their toes ."

-Verve magazine

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CONTACT :

Monisha Gidwani

Cell 09820043549

6, Mona Lisa Apartments,First Road
TPS4,Bandra (w) Mumbai 400 050

[Email:monisha@vimonisha.com](mailto:monisha@vimonisha.com)

Vimal Shivdasani

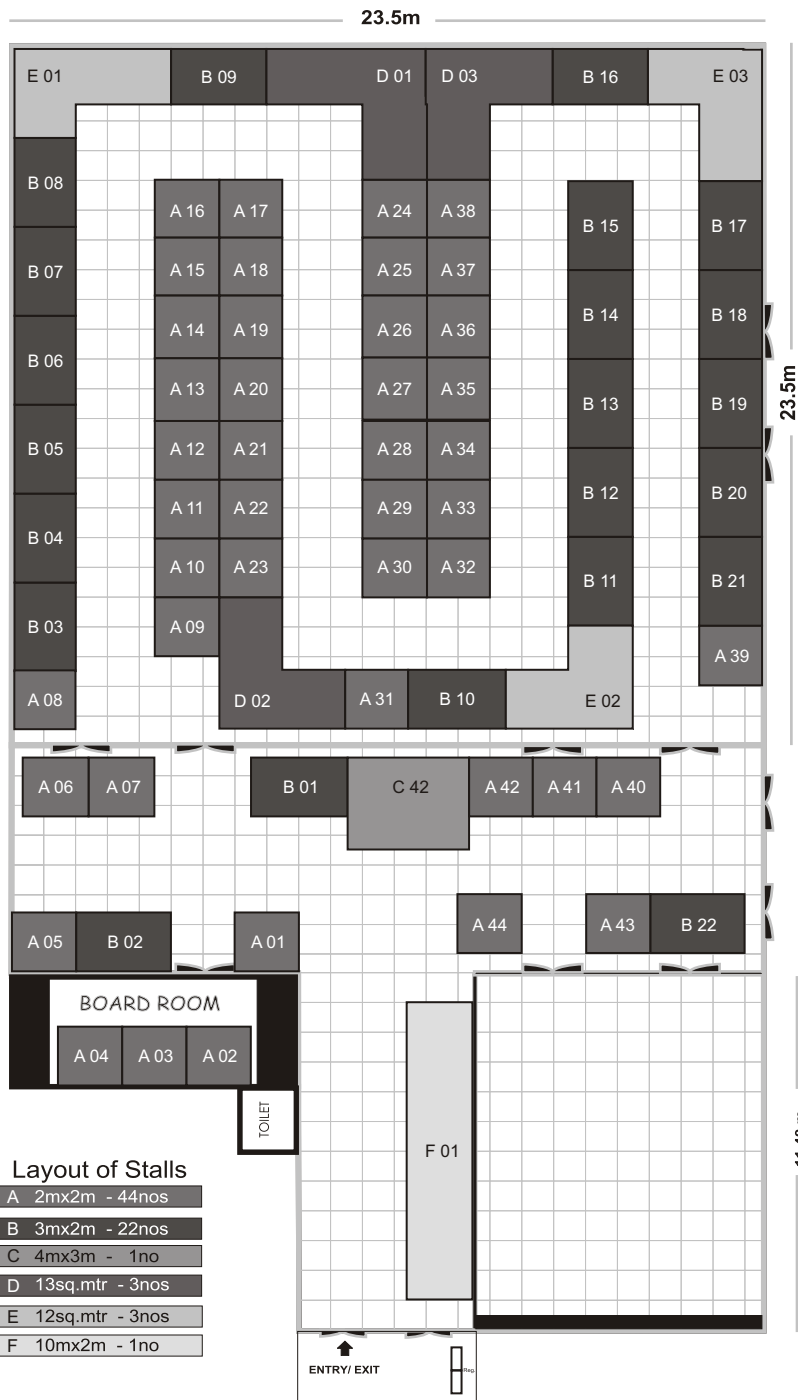
Cell 09840094913

Chennai: Vimonisha Gallery
12 Khader Nawaz Khan Road,
Chennai 600 006
Tel 044-28333815

THE VIMONISHA PRIVATE COLLECTION

Mega Style Souk

10th and 11th December 2010 • At The Taj Coromandel, Chennai



Fact File of the show

Name : The Vimonisha Private Collection
Mega Style Souk
Venue : The Taj Coromandel, Chennai
Dates : 10th and 11th December 2010
Rates : • 4sq metres - 44,000/-
• 6sq metres - 48,000/-
* - for bigger stall, please contact organiser.

Intent to Book:

Name: _____

Company Name: _____

Address: _____

Tel.: _____

Mobile: _____

Booth No: _____ Sqmtr: _____

Advance paid: _____

Please note the following:

- Final Floor plan may change marginally during show
- Booking without payment cannot be construed as a booking
- Service tax payable is mandatory
- For promotion of your organization write up and photographs will be required well in advance.
- Sharing of booth is not permitted

Receivers Signature & Date

August - The Raksha Bandhan Show
& October - The Diwali Show

Contact: Monisha Gidwani - 9820043549
Email: monisha@vimonisha.com

www.vimonisha.com

Note: I accept the terms & conditions of The Vimonisha Private Collection (available online)

OFFICAL USE:

I intend to participate for The Vimonisha Private Collection - Mega Style Souk from 10th and 11th December 2010 • At The Taj Coromandel, Chennai:

Name: _____ • Company Name: _____

Product Details: _____

Address: _____

Tel.: _____ • Fax: _____ • Mobile: _____

Booth No: _____ • Sqmtr: _____ • Advance paid: _____

Note: I accept the terms & conditions of The Vimonisha Private Collection (available online)

Participants Signature & Date