



EMERGING

FASHION Capsule

MECCA OF FASHION

Fashion is all about innovation and creation of new trends, designs & concepts; it thrives on creativity and appeals with its freshness. Closely associated with the world of fashion owing to her formative years in the USA, Ms. Mallika Jain is the rising star in the fashion arena and her brainchild Fashion Capsule is the new trendsetter. Under her extraordinary guidance, the brand has rapidly emerged as a platform through which young and talented

designers across the country are able to exhibit their exceptional and promising work of fashion.

Its kaleidoscopic and talk-of-the-town exhibitions offer a rich luxury for the fashion lovers and have gathered a reputed list of clientele including luxury car brands such as Audi R8 & Porsche and renowned designers such as Mandira Wirk, Soltee By Sulakshana Monga, Chhaya Mehrotra, Autre By Gautam Gupta, Nikhita Tandon, Saaj By Ankita, Pawan Sachdeva and Kylee By Ruchi Jain.

SHOWCASING EXQUISITE FASHION

Rendering a wide variety of fashion offerings to shoppers by both emerging and established brands, all Fashion Capsule exhibitions have a lot in store from Haute Couture to Prêt-à-Porter, ethnic to western wear, accessories and jewellery to bags and footwear, beauty & skincare, luxury brands and services, customized gifts and stationery, health & fitness, luxury automobiles, children



wear and accessories, patisseries & condiments, astrology and more – enabling the shoppers to have numerous options to choose from. Its exhibitions are always well-thought-out and have creative themes attached to them to bring out the various flavors of the season.

The introductory exhibition of Fashion Capsule was held in October 2013 and since then over half a dozen successful editions have been organized that were all attended and appreciated by the crème de la crème and niche gentry of Delhi-NCR. Some of its previous editions, Fashion Capsule - Grandé 2015, Fashion Capsule - Fleur de Spring, Fashion Capsule - #DilliStyle 2015, Fashion Capsule - #BeautifulYou, Fashion Capsule - #Desidiva 2016, Fashion Capsule - #Dillistyle 2016 and



its first Pop Up Show Fashion Capsule #l'amour witnessed huge success and participation of brands from Mumbai, Kolkata, Pakistan and Dubai, in addition to Delhi-NCR. The brand has also spread its wings to Chandigarh and hosted a two-day Fashion and Lifestyle Exhibition, Fashion Capsule #FCgoestoCDG at the Taj Chandigarh which was a huge success.

These exhibitions have been graced and appreciated by some of the renowned Bollywood Stars like Sridevi and Evelyn Sharma and important Politicians & Industrialists. Recently, Fashion Capsule

has successfully transcended the national frontiers with its first international show in London, UK, in May 2017 – “London Luxe” – which was a fruitful attempt of bringing emerging and renowned designers from India and all across the globe under a single roof and endeavored to attract the global clientele through its forthcoming ventures.

NEVER-ENDING SERIES OF APPRECIATION

Conferred by esteemed Shabana Azmi at the Cancer Awareness Foundation, Fashion Capsule has bagged the award for the ‘Fashion Entrepreneur 2016’ and has also received for the second time in a row ‘The Best Fashion and Lifestyle Exhibition’ award, bestowed by Sushmita Sen, at the Ravishing Wedding Awards, 2015. It had also won the ‘Most promising Fashion and Lifestyle Exhibition’ award, conferred by Huma Qureshi, at the Ravishing Wedding Awards 2014.

QUANTUM LEAPS

- Brands from Delhi-NCR, Mumbai, Kolkata, Pakistan and Dubai participate in its exhibitions
- It has conducted an international fashion show – London Luxe