

BRIEF DESCRIPTION OF THE PROJECT:FASHION HUB, DELHI

INTRODUCTION:

India is a country with a legendary clothing tradition, yet an emerging fashion industry. Though a handful of designers existed prior to the 1980s, the late 80s and the 1990s saw a spurt of growth. The following decades firmly established fashion as an industry across India. The fashion hub, under the administrative control of the Ministry of Textiles, will synthesize various aspects of fashion into one central location. It will provide an interface by creating a permanent marketplace for the fashion industry. While showcasing India's craftsmanship and design legacy, it shall also promote a contemporary image of the nation.

AIM AND OBJECTIVES:

To develop a fashion hub that has a mix of fashion, business, entertainment, culture and leisure with a unique and powerful identity that ought to be internationally recognized. The objectives are

- To develop a space that is synonymous to fashion, a statement of time.
- To successfully provide a permanent high end hub for Indian fashion and to integrate its various aspects.
- To give the Indian fashion business a grand leap.
- To incorporate spaces that will nurture and help the upcoming fashion designers in and around Delhi and also to give them marketing support.

DESIGN REQUIREMENTS (as per the Indian Ministry of Textiles):

- International flagship stores and display spaces
- Runway ramps for fashion weeks and other fashion shows and associated make up rooms
- A permanent exhibition space- a fashion museum
- An auditorium to hold conventions
- A business centre with meeting rooms
- A fashion library to promote fashion journalism
- Lounges, night clubs and restaurants
- Shopping streets to reflect Delhi street fashion
- Studios for photo shoots
- Private galleries
- Designer studios, stores and offices
- Product launching centres
- Luxury stay for models and designers
- Administration offices

SCOPE:

India started emerging as a major manufacturer of textiles till 2000's and later on took up the dual role of consumer and manufacturer. Therefore the fashion hub will play a pivotal role in the years to come and also enhance the current developments in the industry.