



HFD - 2018

Fashion Celebrations and Exhibition

Media Support by



HYDERABAD FASHION DAY

2018

SHOW | SHOP | EAT | PARTY

&

Fashion Expo

60

300

Designers

19th, 20th May 2018

Models

Hyderabad Events Industry, Telangana

4th Floor, Plot No. 97, Ayyappa Society Main Road (60 feet), Madhapur,
Hyderabad - 500081 | 9966 8282 80, 9848 557 666, 988 594 6789



HYDERABAD FASHION DAY 2018

About (HFD)

Hyderabad Fashion Day is a fashion event for two days, going to be organized by **HYDERABD EVENTS INDUSTRY Pvt. Ltd.** on **19th & 20th May 2018**. This event is open to enrollment, mainly for all the young and talented Designers, who are looking to create a market for their collection and Models, who are willing to get into the fashion industry.

Highlights

- ▶ Fashion Show.
- ▶ Live Makeup Tutorials
- ▶ Live Photo Shoot
- ▶ Designer Stalls
- ▶ Jewellery Stalls
- ▶ Kids Play Zone
- ▶ Food Stalls
- ▶ After Party - DJ





HYDERABAD FASHION DAY 2018

DESIGNERS

An exclusive show for Fashion Designers

Benefits of Participation

- ✓ Exhibit Your Designs
- ✓ Grab more Leads, for your future assignments
- ✓ Print and Media Coverage
- ✓ Live Clients
- ✓ Individual Designer landing page @ HEIT
- ✓ Best Designer Award
- ✓ Participation Certificate
- ✓ Be a member in Judge Panel



MODELS

Benefits of Participation

- ✓ Chances to enter into the Movie Industry
- ✓ Media Coverage
- ✓ Modeling Contracts
- ✓ Photo Shoots
- ✓ Model landing page @ HEIT
- ✓ Participation Certificate
- ✓ Chances to Win 4 Title's





HYDERABAD FASHION DAY 2018

Pre Event 1

Which was conducted at M-Banquets Hall, Madhapur.

on 28th Jan 2018



Sponsored by





HYDERABAD FASHION DAY 2018

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Pre Event 1

Which was conducted at **M-Banquets Hall, Madhapur.**

on 28th Jan 2018





HYDERABAD FASHION DAY 2018

Pre Event 1 Media Coverage



THE HINDU
South India's No.1 English daily

DECCAN Chronicle

THE NEW
INDIAN EXPRESS

FASHION UNLEASHED IN STYLE

Deepti Sri

In an effort to place Hyderabad on the global fashion map, Hyderabad Events Industry (HEI) is organising a fashion event that will bring fashion designers, photographers, models, choreographers and the like from the fashion fraternity together on February 24 at S-Convention. The first pre-event was held on Sunday from 10 am at Marara Banquet Hall in Marhapor. The pre-event was hosted by the F&ME (Fashion, Anchoring, Modelling and Event Management) team from HEI where 80 male and female models from the city including a few from Gujarat, Pune and Delhi also took part. The models started off their day with a grooming session by international choreographers. Hailed All from Mumbai, who has also been associated with the Tollywood industry. Followed by the grooming session, a styling session was conducted by Supriya Dasgupta for three hours altogether.

All the rehearsal for the preliminary contest, the participants were trained to walk elegantly with a set of expressions and a confident body language. Simultaneously a photoshoot also took place for all the participants who got at least 15 portraits done by 10 photographers who were chosen on the basis of the quality of their work experience with a minimum of three years experience on field in fashion photography. Eight designers were chosen to represent the jury for the preliminary round who have displayed their designs at least two or three fashion events. Sandhya Reddy, Sushmita Reddy, Prashanthi, Ks Geethika, S Preynika, Shital Ch, Shriya Agarwal and Baby Baljeet will be the official designers for the final event on February 24.

The fashion show began at 4 pm and showcased a variety of attire by the participants over the three rounds.

The first round witnessed the participants in western wear and the participants were judged on the basis of their style of walk and their personality. 20 models were shortlisted to the second round where the participants were dressed in ethnic ensembles and they were judged on the criteria of confidence, appearance and their smile. The jury selected 10 models from the second round and a question/answer round was held where the winners were decided on their intellect and ability to answer. Abhishek Koushik and Andrija Roy were crowned Mr Handsome and Ms Beauty. The top finalists won Blue tooth speakers.

The next pre-event is on February 11 and registrations are in progress. Apply now. **Hyderabad Events** founder Srinivas Sarakadam.

Style quotient

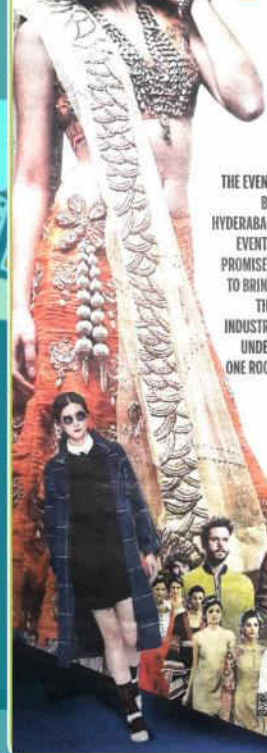


THINK fashion and it's Milan and Mumbai that comes to mind. "What is it that Mumbai has and Hyderabad lacks that we should lag behind in fashion," asks Srinivas Sarakadam, founder of Hyderabad Events, a 15-year-old digital marketing company based in the city. He says that the city has a vast fashion potential and it's time we put a mega event together to showcase it. "We have the best of designers, brands and buyers." Now, he is on a mission to put the Pearl City on the runway map with Hyderabad Fashion Day, scheduled for February 24. The day-long event to be held at S Convention will bring together the fashion fraternity - designers, models, photographers, choreographers, stylists and others.

With about a month to go for the finale, the team is now working on finalising the 20 designers whose work will be showcased by the 100 finalist models. "Our internal team will pour over the applicants to decide the ones who will make the final cut," he informs.

January 28 and February 11 are when the prelims will take place. Details: HyderabadEvents.com

HYDERABAD FASHION DAY HOPES TO SET NEW BENCHMARKS



HYDERABAD FASHION DAY HOPES TO SET NEW BENCHMARKS

THE EVENT **Express Features**

BY HYDERABAD EVENTS PROMISES TO BRING THE INDUSTRY UNDER ONE ROOF

It's time Hyderabad goes beyond biryani, badminton and Basha. We are no less when it comes to fashion. It is with this vision that Srinivas Sarakadam, the brain behind Hyderabad Events, has set out on a mission. A digital branding specialist for the last 15 years, Srinivas says that the city has a vast potential to raise in the field of fashion, like Mumbai and Bengaluru. "We have the best designers, fabric, brands, clientele etc. My dream is in bringing together the entire fashion industry in the city under one roof and mark our presence in the fashion map and that is what I intend to achieve with the event titled Hyderabad Fashion Day," he says. He has been in the city for over two decades and believes that the ease of business it provides is what made him get the city branding into the event title too. Although Hyderabad Fashion Day's grand finale is on February 24, two pre-events on January 28 and February 11 will serve as a run-up to the big day. The event, he says, will not just stick to high fashion with a ramp walk or two but will dive deeper into all aspects of fashion - from stalls, workshops, product displays to B2B activities etc. He feels that it has been a year since he set up the Hyderabad Events company and he has gained adequate hands-on experience in conducting high profile events and the Hyderabad Fashion Day will mark the culmination of one year of his hard work.

The pre-events will invite models, designers, photographers, fashion choreographers to display their talent and 50 models and 10 designers will be shortlisted. After each pre-event this featuring 100 models and 20 designers for the finale. "During the pre-events, we are offering them free photoshoots and grooming sessions all under the registration fee. We make sure the fashion industry in the city will interact with each other to work with synergy". We will also get jewellery designers, hair stylists, image consultants and conduct sessions on career opportunities in the industry. A few top movie directors will be at the final event so that they get introduced to new talent and can give them opportunities in the entertainment industry," says Srinivas. He says everyone who is passionate about fashion should block their dates - January 28 and February 11 and the finale on February 24. Details: www.hyderabadevents.com





HYDERABAD FASHION DAY 2018

నమస్తే తెలంగాణ
మన పరిశ్రమ అభివృద్ధి

Pre Event 1

Media Coverage



మాదాపూర్: మాదాపూర్లో హైదరాబాద్ ఫ్యాషన్ డే 2018ను నిర్వహించారు. ఇందులో 300 మంది మోడల్స్, 60 మంది ఫ్యాషన్ డిజైనర్లు, 25 స్టాల్స్, 10 మంది సెలబ్రిటీస్ పాల్గొన్నట్లు నిర్వాహకులు తెలిపారు. ఈ సందర్భంగా హైదరాబాద్ ఈవెంట్స్ చైర్మన్ శ్రీనివాస్ సరకడం మాట్లాడుతూ మోడల్స్ని ఎంపిక చేసేందుకు మూడు దశలలో ఫిబ్రవరి 11, 17, 24వ తేదీలలో ఫోటీలను నిర్వహిస్తున్నట్లు తెలిపారు. 24వ తేదీ నిర్వహించనున్న ఫైనల్ ఫోటీల్లో మిస్టర్ ఆర్కస్ ఇండియా 2018, మిస్ ఆర్కస్ ఇండియా 2018 లను ఎంపిక చేయనున్నట్లు తెలిపారు. గెలుపొందిన విజేతలకు బహుమతులను అందించనున్నట్లు తెలిపారు. ఈ కార్యక్రమంలో డైరెక్టర్లు ప్రసాద్ రెడ్డి, కృష్ణమోహన్, ఫ్యాషన్ మోడల్స్ తదితరులు పాల్గొన్నారు.

ఈనాడు

వింధుజ్యోతి



నడకే వయ్యారం

మెరుపుతీగల్గంటి భామలు ముస్తాపై ర్యాంపుపై వయ్యారంగా నడుస్తూ ఆకట్టుకున్నారు. అదివారం మాదాపూర్లో నిర్వహించిన ఫ్యాషన్ డే అవబాతుమ్మి అలరించింది.

'హైదరాబాద్ ఫ్యాషన్ డే' ఉత్సాహం



ఫ్యాషన్ షోలో క్యాటవాక్ చేస్తున్న యువత



ఫ్యాషన్ జోష్..

మాదాపూర్: నగర యువత ర్యాంపుపై జోయల్లికింది. మాదాపూర్లోని ఎమ్ బ్యాంక్లో ఫోటీలో అదివారం నిర్వహించిన హైదరాబాద్ ఫ్యాషన్ డే-2018 ఫోటీలు ఉత్సాహంగా సాగాయి. ఈవెంట్ చైర్మన్ శ్రీనివాస్ మాట్లాడుతూ, నగరంలో యువతను ఫ్యాషన్ రంగం వైపు ప్రోత్సహించేందుకు ఈ కార్యక్రమం ఏర్పాటు చేశామన్నారు. మూడు దశల్లో ఐరిగే ఈ ఫోటీల్లో దాదాపు 300 మంది మోడల్స్, 60 మంది ఫ్యాషన్ డిజైనర్లు, 25 ఫ్యాషన్ స్టాల్స్, 10 మంది సెలబ్రిటీలు పాల్గొంటున్నట్లు వివరించారు. ఫిబ్రవరి 11, 17 తేదీల్లో మోడల్స్ను ఎంపిక చేసే ఫిబ్రవరి 24వ ఫైనల్ ఫోటీలు నిర్వహిస్తున్నట్లు ప్రకటించారు. ఇందులో మిస్టర్ అండ్ మిస్ ఆర్కస్ ఇండియా-2018ను ఎంపిక చేస్తామన్నారు.



మాదాపూర్, మ్యాన్యూటే: హైదరాబాద్ ఈవెంట్స్ సంస్థ ఆధ్వర్యంలో నిర్వహించుతున్న మిస్టర్ అండ్ మిస్ ఆర్కస్ ఇండియా-2018 ఫోటీలకు ఓంబియిని ఆధ్వర్యం వహించే ప్రక్రియను అదివారం మాదాపూర్లో నిర్వహించారు. హైదరాబాద్ ఫ్యాషన్ డే నేపథ్యంగా ఈ కార్యక్రమంలో మోడల్స్ పట్ల ఆసక్తి వ్యక్తం చేసిన యువతకు ఉత్సాహంగా పాల్పడుతున్నారు. అయితే క్వెస్ట్ డిస్కంబ్లెంట్లో ర్యాంపుపై వాడుకలకు కూడా మోకం 100మంది ఫోటీల్లో పాల్గొంటున్నా ఫైనల్ 60మంది ఎంపిక చేశారు. ఫిబ్రవరి 14వ మాదాపూర్లోని ఎమ్ బ్యాంక్లో ఫోటీలో తుది ఫోటీ ఉత్సాహం హైదరాబాద్ ఈవెంట్స్ సంస్థ కృషిని చెప్పారు.





HYDERABAD FASHION DAY 2018



No of Models Participating = 120

Round - 1 ▶ **Round - 2** ▶ **Round - 3** ▶ **Final Round**
120 ▶ **100** ▶ **30** ▶ **10**

Perks for Models

- ✓ Photoshoot
- ✓ Grooming Session
- ✓ *(Fashion Stylists & Choreographers)*
- ✓ Cat-walk Practice
- ✓ Fashion choreography
- ✓ Participation Certificate
- ✓ Lunch, Tea & Snacks
- ✓ One Free entry to main event (HFD)

Entry to HFD

Titles

Mr Royal

Miss Gorgeous

Registrations Now

Himaja : 9848 557 666
Sunayna : 9885946789

Venue:

M Banquets Madhapur,
Hyderabad





HYDERABAD FASHION DAY 2018



No of Models Participating = 120

Round - 1	Round - 2	Round - 3	Final Round
120	100	30	10

Perks for Models

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- ✓ Grooming Session
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- ✓ Cat-walk Practice
- ✓ Fashion choreography
- ✓ Participation Certificate
- ✓ Lunch, Tea & Snacks
- ✓ One Free entry to main event (HFD)

Entry to HFD

Titles

Mr Fashion Icon

Miss Fashion Icon

Registrations Now

Himaja : 9848 557 666
Sunayna : 9885946789

Venue:

Daspalla Hotel
Rd Number 37,
CBI Colony, Jubilee Hills,
Hyderabad





HYDERABAD FASHION DAY 2018



No of Models Participating = 120

Round - 1 Round - 2 Round - 3 Final Round
120 100 30 10

Perks for Models

- ✓ Photoshoot
- ✓ Grooming Session
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- ✓ Cat-walk Practice
- ✓ Fashion choreography
- ✓ Participation Certificate
- ✓ Lunch, Tea & Snacks
- ✓ One Free entry to main event (HFD)

Entry to HFD

Titles

Mr Grand

Miss Glory

Registrations Now

Himaja : 9848 557 666
Sunayna : 9885946789

Venue:

Daspalla Hotel
Rd Number 37,
CBI Colony, Jubilee Hills,
Hyderabad



HYDERABAD FASHION DAY 2018

Main Event & Expo

19th, 20th May 2018



Register Now

Himaja : 9848 557 666
Sunayna : 988 594 6789

Venue: 

 **Daspalla** HOTEL
BY UNDIS HOTELTY

Rd Number 37, CBI Colony,
Jubilee Hills, Hyderabad,
Telangana 500033

Powered by



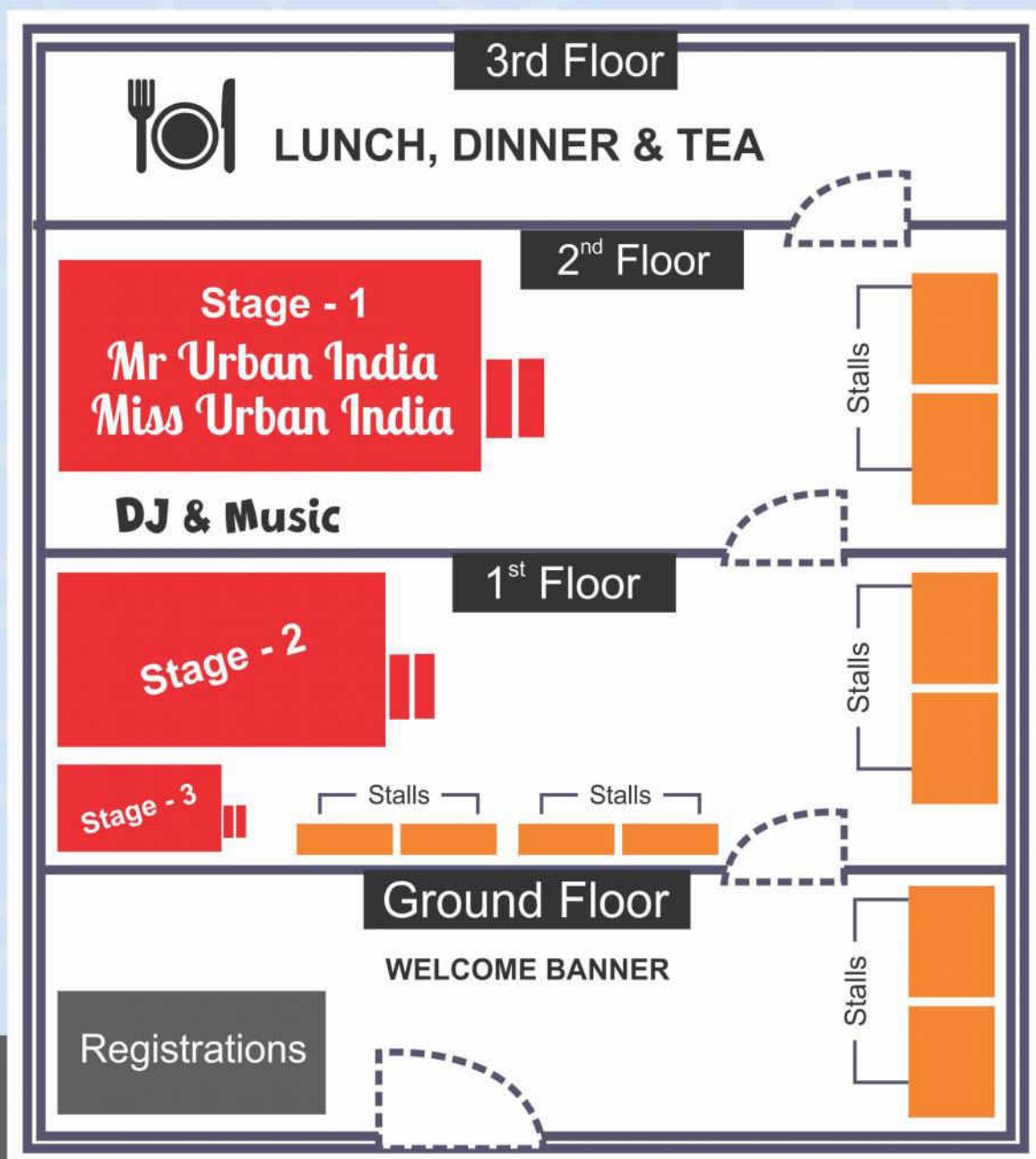


HYDERABAD FASHION DAY 2018

Main Event - HFD & Expo

19th, 20th May 2018

Floor Plan





HYDERABAD FASHION DAY 2018

HFD Guest



Talasani Srinivas Yadav



Rashi Khanna



Mannara Chopra



Sanjana Galrani



Poonam Kaur

HFD Celebs

HFD Designers



Zubin Vakil

HFD Choreographers



Hameed Vally



Dr Kiran





HFD Main Event & Expo

19th, 20th May 2018

No of Models Participating = 120

Round - 1
120

Round - 2
100

Round - 3
30

Final Round
10

Titles



Mr. Urban India

Miss. Urban India

Hyderabad Fashion Day

DJ



DJ Pearl



Paul Van DYK (PVD)



DJ Nikhil Chinapa



REGISTRATIONS FOR MODELS & DESIGNERS

CONTACT:

Sunayna : 988 594 6789

STALLS BOOKING AND SPONSORSHIP

CONTACT:

Himaja : 9848 557 666



Customer Support

9580 329 329

www.hyderabadevents.com
contact@hyderabadevents.com

Sponsorship

You can avail any sponsorship opportunity from the below:

- 1 Title Sponsor – Pre-Event 2
- 2 Title Sponsor – Pre-Event 3
- 3 Title Sponsor – Pre-Event 4
- 4 Title Sponsor – Main Event
- 5 Premium Sponsor – DJ

Contact 98 48 557 666 for the deliverables of each sponsorship, types of sponsorships, media plan, traditional marketing plan and digital marketing plan.



About Hyderabad Events



What we?

- Connect brands affirmatively with their audience.
- Add the perfect touch, be the occasion big or small.
- Conceive professional, customized event solutions.
- Plan and execute end-to-end branding solutions.

Why Us?

- Our experienced, professional teams run the entire gamut of event services. We partner with you from start to finish, execute customizable solutions and create memories that last!

How?

- We listen to your needs and conceive and produce innovative and customizable event solutions. Whether it is a large conference, part of an integrated marketing campaign or a small social gathering, we partner with you and promise to exceed your expectations.

What do we specialise in?



Just tell us event needs and we will suggest the best options for you.

Here is a glimpse of our range of services

Corporate Events: We create and execute the most remarkable events that assure employee engagement and enhance your brand.



COMMERCIAL EVENTS:

Bringing brands and people on the same platform is the objective. Brand experience is changing as swiftly as information which is travelling at the speed of mouse click. Our excellent brand activation team helps you in making the right impact and in building right brand loyalty.

- Product launches
- Roadshows
- Store openings
- On-street and in-store engagements
- Promotional staff
- Press launches

SOCIAL EVENTS:

We add zing to your private parties. We design and execute impeccable parties with our creative and imaginative party planning. We take every responsibility to make your events memorable.

- Gala parties
- Theme parties
- Carnival / circus theme
- Any of Hollywood, Bollywood, Bond themes etc.
- Birthday parties
- Kitty parties

CREATIVITY & PRODUCTION:

Right positioning of your brand and event message to the public requires multi-dimensional platforms and demands expertise in different kinds of media. We bring deep experience.

Creativity

- Art direction
- Spatial design – design of POS materials
- Costume design
- Choreography
- Casting

Production

- Corporate video production.
- Technical equipment: Audio/Visual, Light & Sound, Special Effects.
- Production design: stage, scenery, exhibition pavilions.
- POS materials: Frame & display stands / POP, banners.



Our Success Stories

With our incredibly high standards, creativity, and experience, Hyderabad Events will always exceed your expectations.

We combine your Big Ideas with our Professionalism; add a generous dash of Innovation, and then bring all the details together, using our thorough and methodical Approach. The result is a Fantastic and Memorable event of exceptional quality.

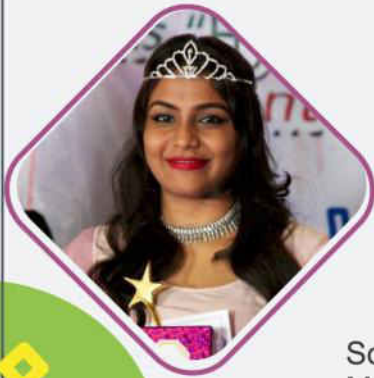


Photo Shoot and Live Fashion Show

— 23rd - Sep - 2017 —

Miss Hyderabad Events – Photo Shoot and Live Fashion Show

Solely hosted and organized by Hyderabad Events on 23rd September 2017 at M Banquets – Hyderabad, inviting young and beautiful women of Hyderabad to showcase their talent. The competition was tough and the Jury did a Magnificent job. With 15 participants and Three rounds, the winners were Ms. Honey, Ms. Natasha Bhavna, and Ms. Insha. There was an audience gathering of 300 making the show one of the best. The live fashion show has given added exposure to the participants and an opportunity to prove themselves under the limelight.



ABOUT HYDERABAD EVENTS

A Unique Platform Created by Hyderabad Events

FAME

Fashion Anchoring Modelling Event Management



CAREER GUIDANCE & EARNINGS OPTIONS For Freshers



"I 'm so fortunate to became a FAME member with Hyderabad Events. Getting anchoring projects. Thank you very much HEIT"

- Akruthi , FAME Member



Miss Hyderabad Fashion Show event organized by Hyderabad Events is an apt place for any one dreaming about their career in Fashion and modeling industry. I got an excellent opportunity to participate and also be one of the winners of the show.

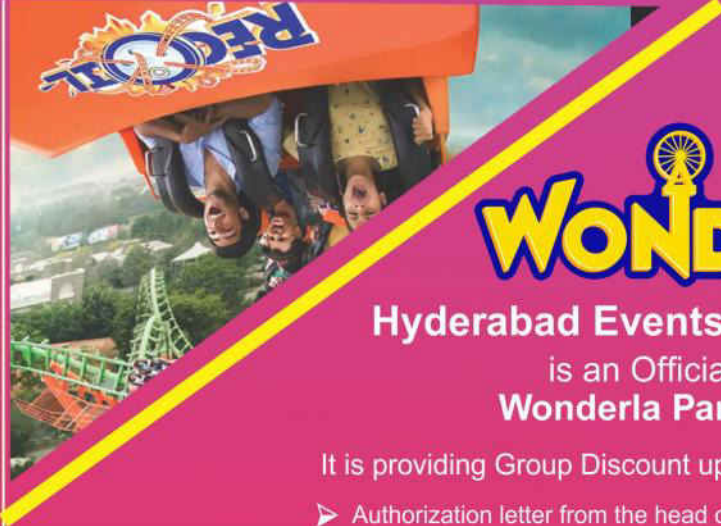
- Bhavna Vyas



Great Show Prompt at response. show was organized in a highly professional way. Totally three rounds were involved to select the face of Hyderabad Events.

- Shruti





WONDERLA

Hyderabad Events Industry Pvt. Ltd.
is an Official Partner of
Wonderla Parks & Resorts



It is providing Group Discount up to 30% for schools, colleges and corporates

- Authorization letter from the head of the institute is mandatory to avail the privilege price
- Total Water Rides: 43
- Costumes will be provided to each student with subsidiary price Rs.50 only
(A new pair of costume T Shirt and Short) ***will be given to Students only
- One Free complementary ticket for each 10 students – Which can be utilized for teacher
(E.g: 100 students team can grab 10 free passes)

Massive Print, Media Coverage



ఈవెంట్ వెబ్సైట్ను లాంఛ్ చేస్తున్న నిర్వాహకులు

మినీ ఎలిగెంట్ ఇండియా కాంటెస్ట్

పంజాగుట్ట: అందం తో పాటు మంచి వ్యక్తిత్వం కలిగిన యువత ప్రొఫైల్ను ఫేస్ బుక్ ద్వారా ప్రపంచానికి పరిచయం చేయడానికి మినీ ఎలిగెంట్ ఇండియా "మిస్టర్ హ్యాండ్స్ ఇండియా" కాంటెస్ట్ను రూపొందించినట్లు కన్వెన్షన్ లక్ష్మిబాయి తెలిపారు. బుధవారం సోమజిగూడ ప్రెస్ క్లబ్లో ఏర్పాటు చేసిన విలేజ్ కుల సమావేశంలో ఆమె మాట్లాడారు. ఈ కాంటెస్ట్లో అంటానిడర్ గా పుష్పా అనుసంధానరేగా వ్యూ ఫాల్గోనేవారు (ఫేస్ బుక్ అఫిషియల్లో) తమ డియరు, గెలుపొందిన వారి నగదు బహుమతులు, స్టాంపు, ఈ కార్యక్రమం కోసం కన్వెన్షన్ జ్యోతి,



మినీ హైదరాబాద్ ఈవెంట్స్ కాంటెస్ట్ - 2017



మాదాపూర్: మాదాపూర్లో శనివారం మినీ హైదరాబాద్ ఈవెంట్స్ కాంటెస్ట్ -2017ను నిర్వహించారు. ఈ కార్యక్రమం మానసిక ముఖ్య అతిథిగా సీమీ నలుము కాశీవిశ్వనాథ్ హాజరై ప్రసంగించారు. ఇలాంటి కాంటెస్ట్లను నిర్వహించడం దాగి ఉన్న టాలెంట్ను తీయవచ్చని ఆయన రాబాద్ ఈవెంట్స్ చైర్మన్ రజదం మాట్లాడుతున్నారని తెలిపారు. ఫ్యాషన్ డిజైన్ అంబాసిడర్ గా నియమింపబడిన డి.వి.వి. తెలిపారు. ఫ్యాషన్ డిజైన్ నిర్వహించారు. వ్యాయమంతుల, ప్రొఫెసర్, నిరీష, హాంబంబారు.



An event management team is organising a beauty contest for the youth. Anybody can apply by posting their best images in social networking site.

Core Team



Dianeshree Cunniah



Himaja



Sunayna



Praveen



imran khan



Nithu

Vision

Hyderabad Events is the number one leading online events platform promoting events and businesses of any scale and complexity, in and around Hyderabad.

Mr. Srinivas Sarakadam, a renowned SEO expert since 15 years, providing digital marketing services across the global and also a successful entrepreneur in establishing and surviving many companies in India. He has found a best way to diminish this GAP and provide a single platform for all people, companies, organizations and celebrities who are involved in the events platform, in and around Hyderabad and cater them under one roof.

To create a clear visionary path, Hyderabad Events is providing an opportunity for every small to large businesses and Entrepreneurs an opportunity to display and establish their brand for their businesses, events and services by providing Free Registration and also provide highly sophisticated methods in lead generation. We believe, "Our customer's success is our success."

Mr. Srinivas Sarakadam

Founder & C.E.O
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