

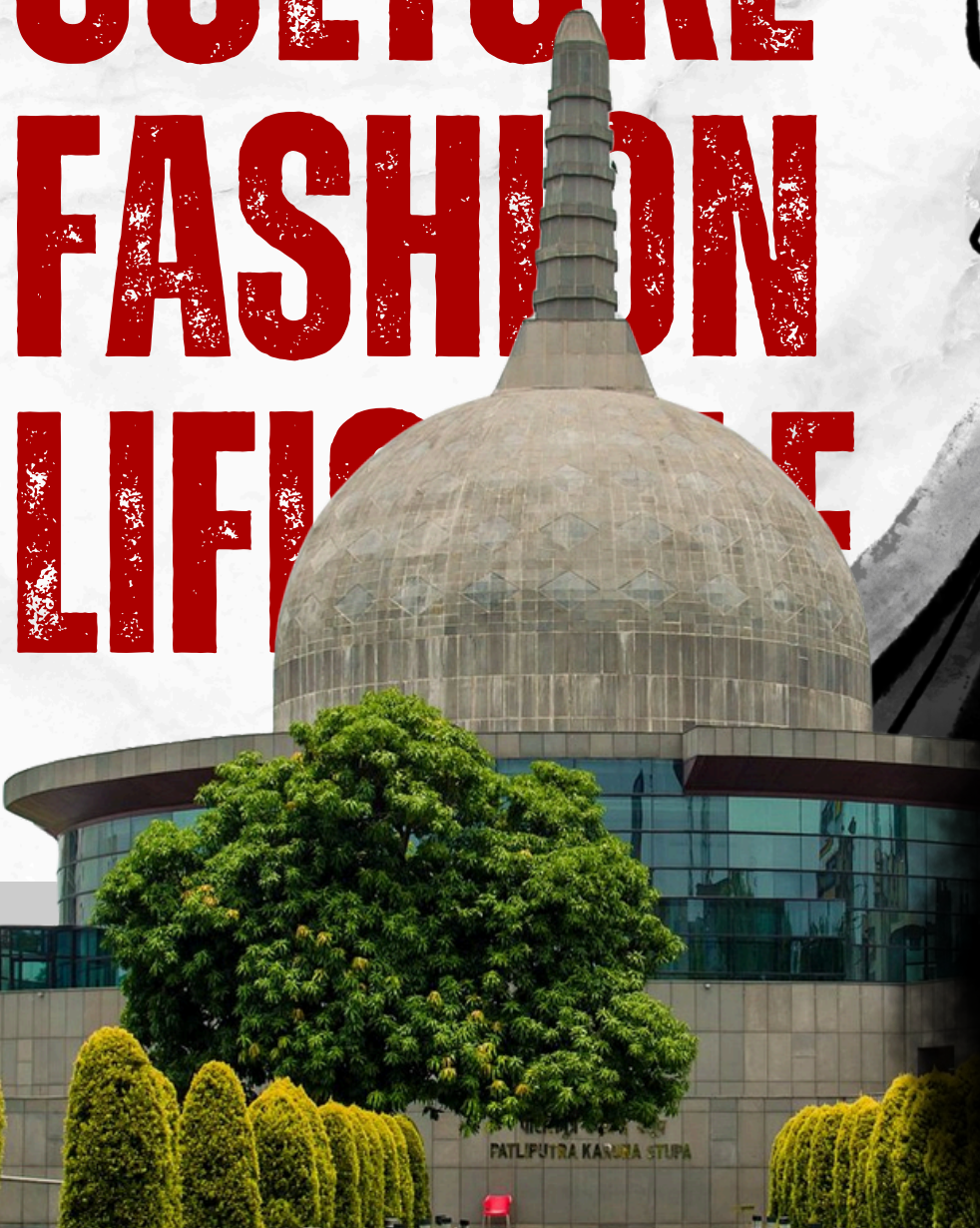


BIHAR COUTURE RUNWAY

SEASON
4

REPRESENTING THE CULTURE OF BIHAR

**TRADITION
CULTURE
FASHION
LIFESTYLE**



BIHAR



**GLOBAL PLATFORM FOR DESIGNERS, MODEL
& ARTIST.**

Fashion is an ever-evolving entity that transcends boundaries, serving as a visual and material manifestation of one's evolving identity and its interconnectedness with diverse interpretations. It encompasses a dynamic interplay of mixing, borrowing, ownership, and evolution, while concurrently emphasizing the principles of matching, creation, differentiation, and continuity. The aspect of fashion, once confined to the monopoly of the Western paradigm, is now embracing a more democratized outlook, witnessing the gradual disintegration of its traditional systemic confines.



Bihar is still cherishing its rich history. Its many contemporary crafts such as zari work, artistic textile fabrics and textile printing are highly praised nationally and internationally. The state is also not far away in handicrafts as it is known for bangle making, khatwa works and stonework. The name Bihar is widely accepted as a trendsetter due to its emergence in various fields of fashion.



ART, FASHION, CULTURE, TRADITION TREND OF BIHAR.



The state is in great limelight because of its deeply rooted culture, adaptability to new trends, revolutionizing the ancient tradition and parallel acceptance of tradition as well as modernity.

Be it Madhubani art on cloth or artistic embroidery like zari work, Patna is firmly rooted in its roots. Kashida being the centre of embroidery, the state excels in other categories of textile printing as well. We can see a balanced relationship between modern and ancient Bihar.

THE CULTURE, TRADITION & ART

Fashion perpetually evolves, transcending boundaries and serving as a visual and material expression of one's evolving identity, establishing connections with diverse interpretations. It encompasses the intricate blend of mixing, borrowing, possessing, and evolving, while concurrently emphasizing matching, creating, differentiating, and enduring.



NEW COLLECTION NEW DESIGN NEW ART WORK

The dimension of fashion embracing greater democratization heralds the dissolution of the Western paradigm's monopoly, as the fashion system undergoes a transformative disintegration. Nestled in the heart of India, Bihar boasts a rich heritage, resonating with historical significance. The state's cultural tapestry is woven with vibrant threads, reflecting a timeless legacy of art, literature, and traditional craftsmanship, contributing to the nation's diverse and multifaceted cultural mosaic.

e l e g a n c e



ABOUT SHOW



This prestigious fashion event caters to the needs of style bloggers, makeup artists, emerging designers, and models. The fashion showcase aims to provide aspiring designers and models with a platform to kickstart their careers in the capital. Furthermore, the event offers established brands from India and abroad an opportunity to present their latest collections.

With the goal of presenting a diverse range of collections suitable for various occasions, this event serves as a premier platform for emerging talents to step into the realm of fashion. It provides each talent, whether aspiring to be a model, designer, fashion blogger, or makeup artist, with a spotlight and exposure to enter the enchanting world they aspire to be a part of. Prepare to be captivated by the unveiling of talent on this single-day "Fashion & Lifestyle Runway Show." The Bihar Couture Runway draws profound inspiration from Bihar's esteemed and culturally rich heritage, celebrating the myriad indigenous art forms embedded in the region. This unique platform showcases participants who artfully exhibit their craftsmanship on a diverse range of materials, including Tussar silk, Khadi fabric, zari, khatwa, and stone works. Each participant contributes to the cultural tapestry by infusing their creations with the essence of Bihar's traditional arts and crafts. The event serves as a homage to the state's vibrant cultural legacy, fostering a showcase where designers pay tribute to local traditions through the medium of high-quality fabrics and intricate embellishments. The Bihar Couture Runway, thus, becomes a dynamic canvas where the past meets the present, celebrating the timeless artistry that defines Bihar's rich cultural identity.

DESIGNERS



We are searching for new planner with additional Customer creative mind designer. Al shows pro originators from Bihar, Mumbai, Delhi, Hyderabad, Kolkata, Bangalore, and Lucknow.

The objective of a planner is to tune in, watch, comprehend, identify, relate, & gather bits of knowledge that empower him or her to make the undetectable, noticeable. Welcome to 'Ethereal Elegance,' a celebration of delicate forms and timeless beauty inspired by nature's fleeting moments. This collection embodies grace, movement, and freedom while embracing sustainable design practices.



OFFERS TO DESIGNERS

- Showcase of 15-30 ensemble.
- 1000+premium guest invitation.
- Leading models of the industry.
- Featured in media net section, for each show.
- Extensive promotion through digital media in national level.
- Opportunity to share the platform with the leading designer of the industry.
- Post show media coverage and promotion on social media at national level.
- Coverage through all leading newspaper and news channels, mention in pre-launch conference.
- Hashtags and shares of posts will be ensured across all the social media platforms used by models & team BIHAR COUTURE RUNWAY.

DESIGNERS



AYUB KHAN



AHMAD ALI



MAHI SINGH



ASHFAQUE AHMAD



MRIDANI



PANKAJ CHOUDHARY



PRIYANKA FASHION VILLA



RIHAN PARIAT



NISHA CHOUDHARY

In our *Vestiary*

DESIGNERS



MUKESH DUBEY



NIF GLOBAL PATNA



MANISHA SINGH RATHORE



ASHIKUR RAHMAN



KINGSHUK BAHADURI



PRASHANT MAJUMDAR



PRITAM PAL



RIHAN PARIAT



MITESH UPADHYAY

In our *Vestiary*

MEDIA COVERAGE



कल होगा कूटूर रनवे का फैशन शो

पटना, एसआर एडवेंचर्स 13 अक्टूबर को ज्ञान भवन में बिहार कूटूर रनवे फैशन शो का आयोजन करने जा रहा है। कार्यक्रम के आयोजक ने बुधवार को प्रेसवार्ता में बताया कि इस एकदिवसीय शो में देश की विविधतापूर्ण संस्कृति की झलक दिखेगी। इसमें कई मॉडल्स पर पर जलवायु चित्रों, इसमें देश पर से डिजाइनर और मॉडल्स शामिल होंगे, बॉलीवुड के कई कलाकार भी होंगे, शौक पर शो के मुख्य आयोजक कैप्टन आर्यन सिन्हा, अभिषेक कुमार, शुभम सानंद और किड्स डिजाइनर माही सिंह मौजूद रहेंगे।

epaper

हि हिन्दुस्तान

फैशन शो में दिखेगी भारत की विविधतापूर्ण संस्कृति की झलक

पटना। एसआर एडवेंचर्स की ओर से 13 अक्टूबर को ज्ञान भवन में बिहार कूटूर रनवे सीजन-2 का आयोजन होगा। आयोजक आर्यन सिन्हा ने संवाददाता सम्मेलन में बताया कि एक दिवसीय फैशन शो में देश के अलग-अलग शहरों से डिजाइनर अपने डिजाइन लाएंगे और साथ ही फैशन शो में चार चांद लगाने के लिए बॉलीवुड की जानी मानी हस्तियां भी आएंगी।

कूटूर रनवे के फैशन शो में दिखेगी भारत की विविधतापूर्ण संस्कृति की झलक

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epaper

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13 को बिहार कूटूर रनवे सीजन-2 में दिखेगी भारत की संस्कृति

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epaper

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पटना के ज्ञान भवन में 13 अक्टूबर को होगा कूटूर रनवे सीजन-2 का आयोजन

पटना, एसआर एडवेंचर्स 13 अक्टूबर को ज्ञान भवन में बिहार कूटूर रनवे सीजन-2 का आयोजन होगा। आयोजक आर्यन सिन्हा ने संवाददाता सम्मेलन में बताया कि एक दिवसीय फैशन शो में देश के अलग-अलग शहरों से डिजाइनर अपने डिजाइन लाएंगे और साथ ही फैशन शो में चार चांद लगाने के लिए बॉलीवुड की जानी मानी हस्तियां भी आएंगी।

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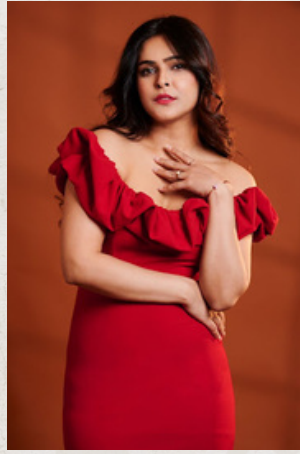
CELEBRITIES



Zeenat Aman
Bollywood Actress



Anupriya Goenka
Bollywood Actress



Madhurima Tuli
Bollywood Actress



Mugdha Godse
Bollywood Actress



Rhea Singh
Miss Universe India 2024



Shreya Poonja
Miss India 2023 1st RU



Sejal Gupta
Miss Teen International 2023



Jitesh Thakur
Mr. Supranational 2nd Runner up 2016



Thomson Andrews
Indo-American Singer



Deepti Gujral
Super Model



Manmohan Tiwari
TV Actor



Sujo Mathew
Super Model



Adarsh Anand
TV Actor & Influencer



Kabir Pankaj Singh
TV Actor



Nitika Satya
Mrs. India 2024 RU



Rishika Singh Chandel
TV Actor

SPONSORSHIP PROPOSAL



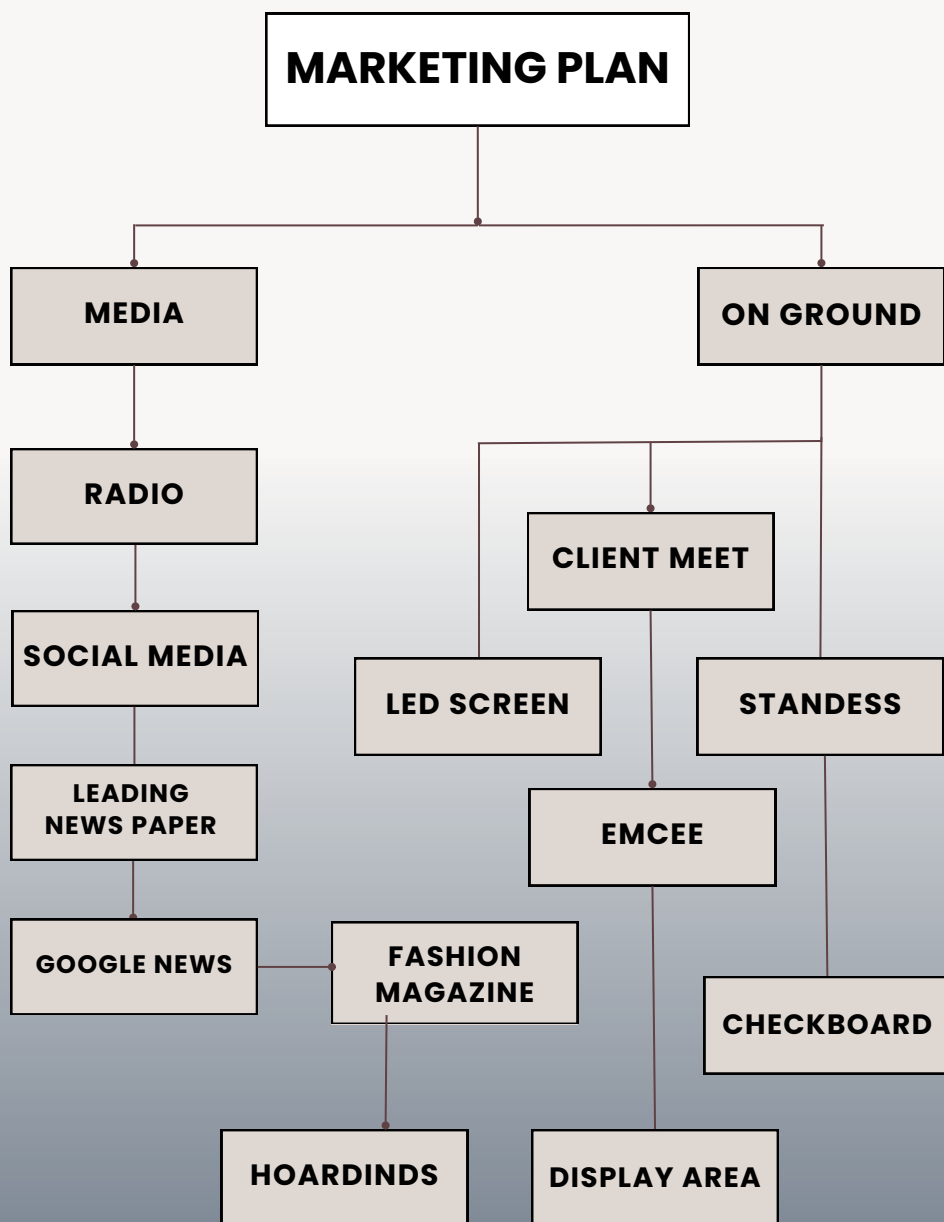
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• TITLE	09 LACS
• POWERED BY	07 LACS
• COPOWERED BY	06 LACS
• ASSOCIATE SPONSORS	03 LACS
• SPONSORS	1.5 LACS
• PARTNERS	01 LACS
• GROUND PARTNER	50 K

BRADING DETAILS	PRESENTED BY	TITLE	POWERED BY	CO- POWERED BY	ASSOCIATE SPONSOR	SPONSORS	PARTNERS
Hoardings	Yes	Yes	Yes	Yes	Yes	Yes	No
Google news	Yes	Yes	Yes	Yes	Yes	No	No
Print Media	Yes	Yes	Yes	Yes	Yes	No	No
Fashion Magazine	Yes	Yes	Yes	Yes	Yes	No	No
Advertisin g Video	Yes	Yes	Yes	Yes	Yes	No	No
Centre Led Screen	Yes	Yes	Yes	Yes	No	No	NO
Celebrity Video Byte	Yes	Yes	No	No	No	No	No
Social Media	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Print logo Collateral	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Media Check Board	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Radio Ad	yes	yes	No	No	No	No	No
Stage Felicitate	yes	Yes	Yes	Yes	Yes	Yes	Yes

BUSINESS MARKETING STRATEGIES

business results evaluation economic tactical
company measurable Sterategy challenge
technological mix implementation competitor
focus time Marketing dynamics plan market
corporate progress word development
objective alternatives product performance
elements monitor mission create analysis
cloud actions statement

BRANDING
DETAILS



SEASON-1 SPONSORS



SEASON-2 SPONSORS



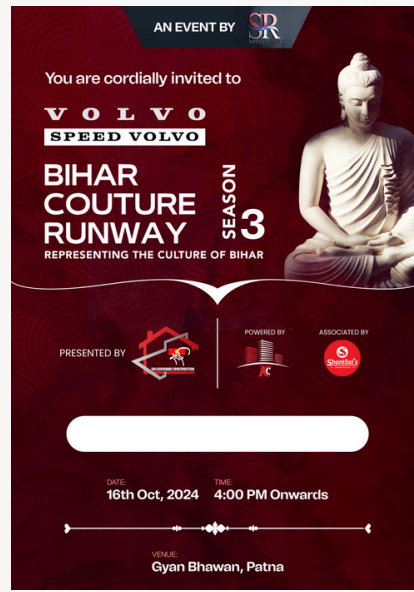
SEASON-3 SPONSORS



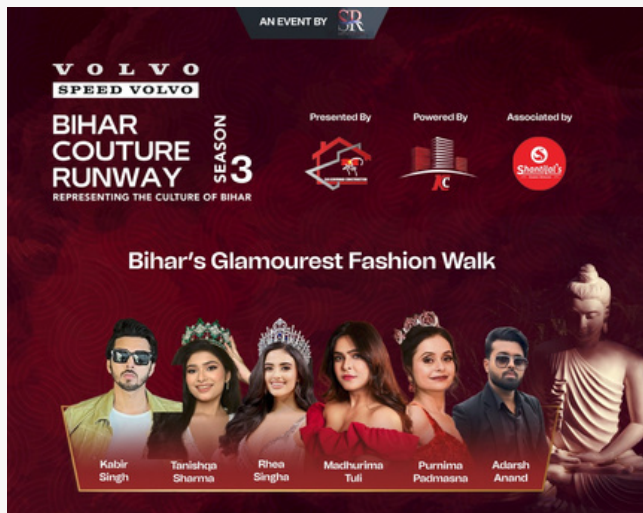
ADVERTISING DETAILS



HOARDING



INVITATION



CREW CARD



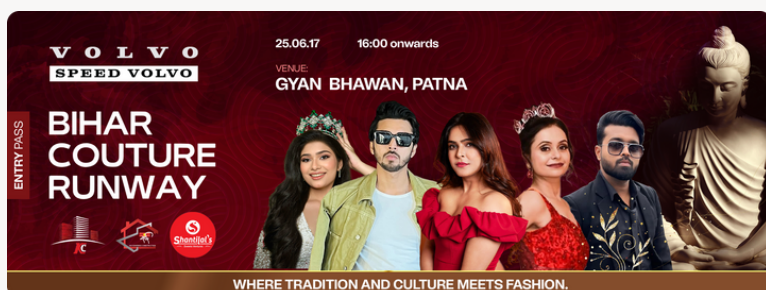
LED SCREEN



BANNER



DISPLAY AREA



PASS

ADDITIONAL BRANDING

- RADIO JINGLE
- STAGE FELICITATION
- ADVERTISING VIDEO OF BRAND
- EMCEE ANNOUNCEMENT
- GOOGLE NEWS
- MEIDA CHECKER

V E N U E



UNVEILING THE BEAUTY OF

GYAN BHAWAN, PATNA

Gyan Bhawan (International Convention Centre), is being built on the lines of Delhi's Vigyan Bhawan. The green and quake-resistant complex, spread over 11.82 acres will be in two parts linked with a subway. Complex will have several halls of different capacity including banquet hall, food courts and service area. It will also have basement parking for 450 vehicles and open parking lots for 500 vehicles.

International Convention Hall or Gyan Bhawan will have sitting capacity of 5,000, will be a signature building.



WHERE TRADITION, CULTURE MEETS FASHION.






THANK YOU

CONTACT US

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