

# Fashion Gurus Christian Louboutin and Prabal Gurung to grace Jio MAMI 18<sup>th</sup> Mumbai Film Festival with Star

*Director and style icon Karan Johar to host a panel which will discuss 'Fashion and Films'*

*Bollywood actress and trendsetter Katrina Kaif to be part of the panel*

**Mumbai, October 22, 2016:** The Jio MAMI 18<sup>th</sup> Mumbai Film Festival with Star, on October 27, 2016, will host two of the most celebrated names from the world of fashion – French shoe and bag designer Christian Louboutin and popular international designer Prabal Gurung. The duo will join Bollywood director-producer and the host of the panel 'Fashion and Films', Karan Johar. Actress Katrina Kaif will join the fashion and film gurus for the panel discussion. Katrina will don a dress designed by Prabal Gurung and Christian Louboutin shoes.

In the last 20 years, as India's fashion industry has come to the fore, film and fashion have mirrored and amplified each other. Keeping in mind the ever evolving trend, the film festival organizes a dialogue between the experts from these industries to explore the relationship between the two verticals.

Known for his unique and instantly recognizable shoe designs, thanks to their signature red lacquered soles, French designer Christian Louboutin's collections for both women and men reflect wit, glamour, elegance and technical proficiency like none other.

Currently one of the most sought-after designers in the world, Prabal Gurung's designs have been donned by First Lady Michelle Obama, Kate Middleton, Queen Rania Al-Abdullah, Lady Gaga, Jennifer Lawrence and Anne Hathaway, to name a few. Thrilled to be at the film festival, designer Prabal Gurung shared, *"It is a true honor to be able to sit on this panel in celebration of Bollywood. Growing up, I had a strong love for Bollywood and still do. It has also affected me on a professional level by allowing me to dream the impossible and encourage me to follow my passions to New York in pursuit of becoming a fashion designer."*

Prabal Gurung launched his eponymous collection in February 2009 with a philosophy encompassing modern luxury, indelible style and an astute sense of glamour. After his graduation from Parsons School of Design, Gurung spent two years with Cynthia Rowley's design and production teams and was soon appointed as design director at the iconic Bill Blass, a post he held for five years until launching his own collection. Gurung's work has been honoured with such accolades as the 2010 Ecco Domani Fashion Fund Award, the 2010 CFDA/Vogue Fashion Fund runner up, the 2011 CFDA Swarovski Award for Womenswear and most recently the Creativity Award from The Drawing Center. The 'Fashion in Film' session will be held on 27<sup>th</sup> October, 2016. To attend, register on: <https://in.bookmyshow.com/mami/>

## **Jio MAMI with Star VISION 2016**

The Jio MAMI Mumbai Film Festival with Star is an inclusive movie feast. We showcase the latest cutting-edge, independent cinema - art house fare alongside genre movies from Bollywood and Hollywood and cult international movies. We offer the best of world cinema to the people of Mumbai and we offer the best of Indian cinema to the world. The festival is run by the Mumbai Academy of Moving Image popularly known as MAMI. This is a space where we revel in the sheer pleasure of cinema, the joy it gives us and how much it enhances our lives. The goal is to nurture and ignite a passion for movies. We want Jio MAMI with Star to be shorthand for excellence in cinema.

## **Jio MAMI with Star Film Festival**

Mumbai - the financial capital of India is also the epicenter of the Indian film industry. The city plays such a major role in production and dissemination of Indian films and television programs that it is widely known by its acronym 'Bollywood'. In 1997, a group of film industry stalwarts headed by late Hrishikesh Mukherjee founded the Mumbai Academy of Moving Image (MAMI) as a not-for-profit Trust. Their main objective was to organize an annual International Film Festival which the film industry and the country could be proud of. MAMI has been organizing the festival for the last 16 years and aims to foster a climate of good cinema. MAMI engages people from all walks of life across the city and country that enjoy and love good cinema. It is Mumbai's only film festival that is entirely created and run by film professionals and a group of members from corporate India. Appreciation

of good cinema, stripped off all the limiting labels of art and commercial, can only come about through exposure to the best of films the world has to offer. The Festival is the first step in that direction.

In their Mission Statement in 1997, the MAMI Board of Trustees said, “We feel it is the need of the hour to disseminate and inculcate good cinema among Indian audiences. The only way to achieve this is to celebrate cinema by hosting an International Film Festival in Mumbai, India’s film and entertainment capital. MAMI (Mumbai Academy of Moving Image) is committed to start Mumbai’s first independent international film festival organized by practicing film makers.”

For more information on Jio MAMI 18th Mumbai Film Festival with Star scheduled to be held from 20th October-27th October 2016, do visit the official website, Twitter handle, Facebook Page, Instagram and YouTube as follows:

Website: [www.mumbaifilmfestival.com](http://www.mumbaifilmfestival.com)

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