



## *Back to India, Pure Earth's Exclusive Diwali Preview*

### **THE EVENT**

**Name of Event:** Back to India, Pure Earth's Exclusive Diwali Preview 2008

**Organiser:** Pure Earth

**Venue:** Orchard Parade Hotel, Antica Ballroom

**Date:** 26 September 2008

**Time:** 10am - 4pm

**Nearest MRT station:** Orchard

**Admission:** By exclusive invitation

**Program Highlights:** Special fashion show segments at 11am, 1pm

*\*Dedicated proceeds from sale of the Preview to be donated to Focus India and Goonj fellowship*

#### **Abstract:**

Promising to be bigger, better and superloaded with an even greater selection of Pure Earth's gorgeous one-of-a-kind apparels, ***Back to India***, Pure Earth's exclusive Diwali Preview is back once again for its second consecutive year, just in time to celebrate this magical festival of lights with you.

Renew your enchanting love affair with jewellery of divine might and supreme splendour. From simple floral garlands to the coruscating brilliance of gem-studded gold creations, Rashmi Gogna, the talented principal designer and founder of Pure Earth has enchantingly transformed these royal jewels into luxurious pieces of fashionable couture for you to sashay in this Diwali celebrations.

Come 26 September 2008, transport yourselves to the majestic kingdom of the ancient historic lands of India and be spellbound by the huge array of colourful, unique and elegant Pure Earth's apparels specially brought in to welcome this Diwali season. Go ahead, pamper yourself with gorgeously-designed saree selections, specially-tailored ethnic suits or even simply take your pick from all-time-favourite signature pieces from the full range of Pure Earth's apparels.

As we applaud the stunning sight of entralling lights high upon their exquisite places, take a special moment to dispel darkness away by doing your part to brighten up someone's life. In celebration of the spirit of caring and sharing on this religious festival, Pure Earth proudly vows our support for Focus India forum (an informal group of Indians trying to make sustainable changes in the lives of under privileged Indians). The boutique also pledges to donate a dedicated percentage of the sale proceeds to Focus India's designated charity, Goonj, a unique resource mobilization initiative providing basic amenities, clothes and a sense of fundamental dignity to millions of deprived villagers in the far-flung areas of India.

Welcome **Back to India**... look chic and glamorous as you shine with that brilliant inner glow this festival of lights.



## THE CAMPAIGN

Targeted at the affluent Indian community in Singapore as well as the expat Indian Diaspora residing in the country and Pure Earth's local database, ***Back to India*** will not only allow these invited guests a sneak peek into Pure Earth's exquisite Maharani collection of jewel-inspired selections, promises them the first looks into the next biggest trend in the Indian high fashion scene, but also takes the opportunity to showcase the boutique's specially-tailored ethnic suits and all-time-favourite signature pieces for this special Diwali season.

Pure Earth aims to widely publicise this ***Back to India*** event via large media blurbs on selected publications, radio stations and paper listings. This methodology of broadcasting the presence of Pure Earth's ***Back to India*** preview event can both assist in achieving and creating an exciting buzz among the Indian community in anticipation of this event and at the same time, help hype up the profile of Pure Earth and the event sponsors.

While we aim for publicity of the event to soar sky high, nevertheless Pure Earth maintains that ***Back to India*** remains an exclusive, by-invite-only event. The sole reason being, Pure Earth is a brand that places emphasis in exclusivity and we also believes that the true value of our handcrafted couture and the beauty of this ancient art form can also only be conversed through our restricted production numbers.

Pure Earth aims to reach out to the selected target demographics through disseminating hard copy invites to our database as well as to circulate virtual electronic mailers for the new generation of net savvy PMEBs and the **highly educated, affluent Indian households**. Pure Earth is also working closely with our official partners to spread the good word about this exclusive Diwali preview.

## THE SHOW

How more to exhibit the extraordinaire of Pure Earth's collection than to have the beautiful couture magically come to live in dazzling fashion parades. Scheduled to take place at 11am and 1pm, the fashion segments in the ***Back to India*** preview show will not only be dazzling highlights to the event but also add a mega-scale festive cheer to this Diwali season.

Needless to say, Diwali is a much awaited annual event among the Indian community. That said, Pure Earth's Diwali preview arrives at a time that is more than appropriate. Close to being hailed as *the* event of the year among the Indian community with an impressive showing in 2007, ***Back to India***, Pure Earth's Diwali preview returns this year and promises not to disappoint with an even bigger and better event lined up to win over the hearts of thousands.



## THE CAUSE

Having met up with Anshu, the brainchild behind the concept of **Goonj** ([www.goonj.org](http://www.goonj.org)), a NGO based in India that works towards creating a nation-wide movement that channels vital resources lying in excess in urban and middle-class households to far flung rural areas in India hence addressing some of the very basic needs of millions of poor people in the initial process of our preparation work for this Diwali event, Pure Earth is dismayed to realise that in this day and date there is still an astonishing number of villagers who lead their day-to-days with almost zero resource and amenities.

The Pure Earth brand vision reads: “*Couture that reflects elegance & style in harmony with nature & humanity*”. In keeping with this vision, Pure Earth thus invited Goonj through Focus India to be involved as our charity Partner as we believe that that the philosophy behind Goonj and its projects widely echoes that of our brand.

Pure Earth will not only be donating a generous portion of the sales proceeds from our **Back to India** event to Goonj and its projects but also wishes to help bring upon a larger awareness towards the various projects that Goonj undertakes through the extensive marketing and media initiatives from this **Back to India** event.

The journey to goodwill and raising awareness of the plight of the unprivileged villagers in India does not just ends with this **Back to India** event and its association to Goonj, Pure Earth also decides to take the extra mile to hold our very own recycling initiative instores, both at Tanglin Mall and Holland Road Shopping Centre. With this month-long exercise commencing 1<sup>st</sup> September, Pure Earth do away with the automated privilege of giving shoppers the luxury of paper bags, instead Pure Earth urges shoppers to show concern towards environment issues and avoid misusing paper bags unnecessarily; should shoppers insist on requesting for paper bags, a donation of any amount they wish (minimal of \$2) will be collected, full proceeds from this initiative dedicated to Goonj.

## THE VENUE

Due to the over whelming attendance Pure Earth secured in our Diwali preview last year, we would be increasing the scale of the **Back to India** event this year with the venue space being at least 4 times larger in comparison to that of the last.

Stipulated to be held at the Mediterranean-chic Orchard Parade Hotel in the heart of Singapore, **Back to India** promises to dazzle invited guests with an idyllic yet distinctively stylish preview venue that is nevertheless easily accessible.

This exclusive **Back to India** event spanning across a grand function area of 3886 sq. feet in the exceptional Antica Ballroom premise in Orchard Parade Hotel will see the entire ballroom space magically transformed to mirror the ancient lands of India. A generous section of the venue will also be built to create the whimsical fairyland theme of the Maharaja Kingdom, this area designated solely to showcase Pure Earth’s majestic Maharani collection. There will also be adequate trial rooms and helpful sales service staff at the venue space to help guests feel at ease.



**Special Mention to everyone involved in  
Pure Earth's Back to India Diwali Preview 2008**

Pure Earth would like to extend our deepest appreciation and heartfelt gratitude to the following people who have contributed volumes to make this event happen and also for supporting Goonj, our designated charity partner

- Citibank NRI Business as Official Event Partner:  
Citibank NRI for their generous contributions towards the costs of producing and executing this event and also to Mr Vikas Jaidka and Mr Ashutosh Chandna who helped in coordination
- India Tourism as Official Programme Partner:  
India Tourism for having faith in Pure Earth and also to Ms Neela Lad who assisted in this collaboration
- India Se magazine as Official Magazine:  
Ms Roopali Pai, Ms Gay Paras, Ms Shobha Trseling Bhalla (Editor in Chief) for their endearing support
- Lifestyle.sg as Official Online Media:  
Ms Puneeta Singh and her team at Lifestyle.sg for helping us spread the words through virtual ariwaves
- Buzzzar.com as Official Indian Network Partner:  
Ms Rinkoo for always being there to lend a helping hand and also to help spread the word about Back to India event
- Sole2Sole as Official Shoes Sponsors  
Ms Trina and Ms Lynette for generously loaning Pure Earth appropriate shoes for the models to suit the occasion
- Georgie DeSalon as Official Hair:  
Mr Georgie Ooi, Ms Sally, Ms Jasmine and their team of talented hair stylists who never fails to delivers astonishing hair styling for models in the fashion segments
- Looks as Official Makeup:  
The talented and skilful Ms Bubbly and her brilliant makeup artist for created beauty looks on the models in order to best showcase our apparels
- Volunteers of Focus India led by Ms Geeta Kirpalani and Ms Ramya Nageswaran for the spectacular decoration works created for this event
- The lovely Ms Gauri Gupta who volunteered her time to be the spectacular emcee for this event
- Family, Friends and Colleagues who, without their support and patience, this event would not have been possible
- Everyone else who have contributed to this project in one way or another



## **PURE EARTH** **CORPORATE PORTFOLIO**

### **About Pure Earth** ([www.pureearth.com.sg](http://www.pureearth.com.sg))

Chic, comfortable clothings with a uniquely South Asian flair; Pure Earth is about style, without the sacrifice of comfort.

Started in 2002 by Ms. Rashmi Gogna, Pure Earth is a Singapore-based upscale fashion label that specializes on collections that are quintessential of the cosmopolitan lifestyle today.

Drawing inspiration from the enchanting canvas of Mother Nature, the Pure Earth collections are not merely deep rooted in the rich diversity of ethnic Indian designs, but the brand's unique designs also embodies the rich and myriad traditions of India's crafts as well as the country's rich textile heritage.

Featuring couture that showcases the beauty of delicate 'chikan' & 'zardosi' embroideries on soft, natural fibres such as raw silk and cottons that have been painstakingly block printed in bold, vegetable-based dye of eye-catching colours, the result is nonetheless a unique Pure Earth creation both elegant and chic, balanced with a stylish cut that mirror the subtle grace of our planet at its natural best.

A style traditional in construct yet international in appeal, Pure Earth's designs mirror a unique fashion highly influenced by the multicultural nationalities in sophisticated Singapore.

For fashion that transcend beyond boundaries, Pure Earth is the one name that caters to the style-conscious you in this cosmopolitan city.

**\*Pure Earth apparels are exclusively available in sizes 36 to 52\***

The **Pure Earth** brand vision:

*"Couture that reflects elegance & style in harmony with nature & humanity."*

Mass is never luxury. Rather than production through mass scale suppliers, Pure Earth recognises the true value of traditional artisans and chooses to work directly with these Indian craftsmen to develop prints and designs that are solely unique to the Pure Earth brand.

Pure Earth Corporate Social Responsibility programme (CSR):

While Pure Earth may not be your Top Fortune 500 companies, nevertheless our team believes in the merit of keeping faith to core values of social responsibility and environmental friendliness.

Every year, Pure Earth organises at least one non-profit event and invites a worthy charity organisation to co-participate in the carnival where part of the proceeds will then be donated to the designated social cause afterwards.

This year, Pure Earth has just participated in Pure Good, an evening set aside to commemorate the marriage of stylistic cuts with the act of selfless giving.



The partner charity is I-India, an NGO that runs a series of educational & support programs dedicated to bettering the lives of Jaipur's street children & providing them with the tools to build their future. Full proceeds from a silent auction of Pure earth's Summer collection was dedicated to Ladli, a project run by I-India that aims to give shelter, educational and vocational skills such as jewellery making to destitute children in Jaipur, Rajasthan.

Pure Earth also plans to collaborate with Focus-India once again this year in aid of another social cause for the launch of the brand's Deewali collection in September.

**Rashmi Gogna, Principal Designer and Founder of Pure Earth:**

A trendsetter in her own rights, Rashmi Gogna is the source of life and spirit of Pure Earth.

Combining fashion designing with her acute entrepreneurship skills in a successful formula, Ms Rashmi Gogna has single-handedly grown from showcasing informal collections in 2002 to launching a successful rapidly-expanding fashion label chain, with two successful outlets in up-market locations (Holland Village & Tanglin Mall) in Singapore.

Aspiring to take on the portfolio as a fashion designer since young, Rashmi does not only own a natural flair for fashion design but she is also well-backed with over a good 15 years of solid experience in the fashion and textile industry. As one of the few Singapore-based Indian designers, Rashmi's designs are not just synonymous with high fashion, but they also reflect a style that never compromise on comfort. Being extremely well-travelled, Rashmi picks up on rising global fashion trends intuitively and instantly manages to merge these influences with traditional Indian drapes, textiles and techniques to create astounding contemporary fashion statements, each trademarked with the Pure Earth label.

Reflecting impeccable sensibility for external stimulus, complemented with trend-blazing style, superb craftsmanship, esteemed quality and refinement as the defining symbols... Rashmi Gogna for Pure Earth, a fashion revolution not to be missed.

The Pure Earth range is available at two exclusive outlets:

**Holland Road Shopping Centre**

211 Holland Avenue

Telephone: 64690560

(Mon- Fri) 10am to 8pm

(Sun & Public Holidays) 10:30 to 7:30pm

**Tanglin Mall**

163 Tanglin Road

Telephone: 68875331

(Mon- Fri) 10am to 9pm

(Sun & Public Holidays) 10:30 to 7:30pm

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