

# PURE EARTH IN FULL BLOOM

**P**ure Earth one of Singapore's leading Indian boutiques recently launched its festive collection with a well-attended fashion show – Pure Allure '09 – where it launched Ambika, a new line that combines some of India's most traditional and rare fabrics such as silk and cotton Kantha with avant-garde styles.

Joy Balakrishnan, wife of Singapore's Minister for Community Development, Youth & Sports Vivian Balakrishnan was the chief guest. With her elegant saree-draped look she set the tone for a scintillating show that featured Miss India '08 Simran Kaur and some of Singapore's top models.

Some 150 VIPs, well-known socialites and Pure Earth's loyal customers attended the show which was compered by RJ Himani the popular RJ of Big Bollywood 96.3 FM, Singapore's leading Bollywood radio channel. **■**



Left: Joy Balakrishnan, Rashmi Cogna.



Left: Sonal, Mita, Deepali, Pu



Left: Priyal and Sangeeta Jhunjhunwala.



Left: Monisha Charan with Maniza Jumaboy and a friend.



Left: Karyn Lim, Kyoko Asai, Tan Ee Jia, Koh Mei Lan.



Left: Chumki Banerjee and daughter.



Left: Sankhya, Rashmi, Geetika, Sucheta, and Anu.

