

Press Note  
Haryana Tourism  
3<sup>rd</sup> February 2020

### **Surajkund Mela makes a style statement**

The second day of mela gave the visitors an experience to remember for a long time. Apart from the cultural vibes which pervaded the mela ambiance with dance and song troupes and ethnic flavours to savour the visitors to the mela witnessed a scintillating fashion show by Ritu Beri.

The fashion show titled 'Ferghana Fantasy' by Ritu Beri saw droves of people in a jam packed amphitheatre and what followed was an extravaganza in fashion. Ritu Beri presented to the audience an eclectic display of designer dresses inspired by the by ethnic traditions of Uzbekistan and Ferghana in particular.

The dress designs displayed intricate Ikat work from Uzbekistan with fabrics and embroidery that symbolised Uzbekistan's heritage and culture. As the models sashayed down the ramp the audience were left spellbound with the bold designs and style statements envisaged by the ace designer Ritu Beri. This stylish extravaganza does not end here, Ritu Beri has two more shows lined up to enthrall the fashion lovers on 7<sup>th</sup> and 9<sup>th</sup> February, 2020 with inspirations from tribal art and the land of gods – Himachal Pradesh respectively.

Visitors can also add some ethnic style to their wardrobe with traditional handloom items from across the country. Artisans bestowed with national awards are displaying their traditional fabrics and dress materials from various Kashmir, West Bengal to Telangana.

Aijaz Ahmad a national awardee has brought 'Kani Shawls' a special from Kashmir valley. With a range of ethnic and modern designs these shawls a must for winter wardrobe. Nasruddin Ansari from Kota, Rajasthan has

brought Doria Sarees for the 9 yard lovers. Made of pure silk these sarees are a speciality of the region and he states that this art has been passed down to him since generations. Apart from sarees he is also offering dupattas and suits made with a mix of cotton and silk at stall no. 110.

Jella Sriniwas from is another master craftsperson from Telangana who won the national award in the year 2014 and has brought tan and dye Ikat wrok from his state. He has a range of items to offer from intricate design in suits, sarees dress materials, dupattas and even bed sheets.

There is aplethora of traditioanal handloom and handicrafts to discover at surajkund Mela, make sure you buy bagful and help the such crafts flourish for times to come.

The cultural evening is lined up with a mesmerising Haryanvi programme to depict the ethnic traditions of Haryana. The show is directed by Shri Rajvir Singh of Dharohar Heritage in Kurukshetra.

*The Mela will remain open to public from 10.30-8.30 daily from 1-16 February, 2020.*