



**Embassy of India
Guatemala City**

PRESS RELEASE

**Indian Fashion Show titled 'Vibrant Threads of Unity' in
Guatemala City**

Indian Embassy in Guatemala, in collaboration with the Ministry of Textiles - Government of India and Beti and Shiksha Foundation, orchestrated the Indian Fashion Show titled 'Vibrant Threads of Unity' in Guatemala City on 18 November 2023 at Erick Barrondo Park. The event served as a tribute to India's rich textile heritage, featuring India's global leadership in the textile industry. Beyond showcasing the beauty of Indian fabrics, the event delved into environmental challenges, emphasizing India's commitment to sustainable practices. The runway also embraced a Diwali theme, adding a festive touch to the celebration.

2. The event was attended by approximately 1500 guests. Eminent personalities from both India and Guatemala graced the occasion, including Ambassador Dr. Manoj Kumar Mohapatra, Congressman Manual Conde, Mayor of San Juan Sacatepéquez H.E. Mr. Juan Carlos Pellecer, Mayor of Chiquimula H.E. Mr. Rolando Aquino Guerra, and Ms. Renu Sharma, President of the Beti & Shiksha Foundation.

3. This spectacular show served as a captivating kaleidoscope, offering a window into the rich tapestry of India's textile heritage. Supported by a blend of traditional and contemporary designs, it played a pivotal role in strengthening the bonds of trade and cultural understanding between our two nations. Following the resounding success of last year's show, this marked the second consecutive Indian Fashion Show in Guatemala. The presentation kicked off by showcasing the elegance of Indian silk, featuring a diverse array of varieties such as Tussar, Muga, Brocades, Mulberry, and Kosa silk, each possessing its own distinctive allure. The exhibition underscored India's standing as a global leader in textile exports, encompassing a wide range of products from school and fashion garments to formal and bridal wear. Additionally, the show highlighted Mahatma Gandhi's vision, emphasizing the promotion of Khadi and other natural fabrics, contributing to the preservation of our planet. The show also

featured an exquisite collection of formal and bridal wear, celebrating Diwali on the runway.

4. In his remarks, Ambassador Dr. Manoj Kumar Mohapatra expressed delight at the resounding response to the fashion show, underscoring the vibrancy of India's textile industry. He emphasized the event's significance in fostering cultural exchange and strengthening ties between India and Guatemala in the textile sector. He commended the collaborative efforts that brought this showcase of Indian textiles to Guatemala, marking a milestone in the bilateral relations and laying the foundation for further cooperation in this dynamic industry.

5. Ms. Renu Sharma, President, B & S Foundation expresses gratitude to the Indian Embassy in Guatemala, the Government of Guatemala, and the Ministry of Textiles - Government of India for their support. She assured the looks forward to more Trade and cultural exchanges and events in Guatemala, celebrating the rich heritage of both India and Guatemala.

6. The festivities reached a grand crescendo as the event concluded with Dandiya Dance by Ms. Simran Ahuja and a spectacular display of fireworks to celebrate Diwali.

Guatemala, 18 November 2023