Manish Arora

- In 1997, launched his label “Manish Arora” and started retailing in India.
- In 2000, he represented India at the Hong Kong Fashion Week and participated in the first ever India Fashion Week held in New Delhi.
- In 2001, Manish launched his diffusion label “Fish Fry” and showed this collection in six leading cities in India.
Retail in India

• In 2002, the first flagship store Manish Arora Fish Fry opened in New Delhi followed by the second store opening in Mumbai, the commercial capital of India.

• Today the Manish Arora brand retails out of 4 fully owned outlets – 3 in New Delhi and 1 in Mumbai.
  – Lodhi Colony, Delhi
  – Crescent at the Qutub, Delhi
  – DLF Emporio Mall, Delhi
  – D7 Shops at Khar, Mumbai
Fish Fry for Reebok

- In 2004, Manish signed an MOU with authentic sportswear brand REEBOK to jointly market a line of contemporary sportswear under the brand Fish Fry for Reebok.

- This collection is young, colorful and edgy with a global design vision and true craftsmanship and consists of apparel and shoes for Men & Women.

- First Fish Fry for Reebok concept store was opened at the Garden of Five Senses, New Delhi March 2007.

- Second Fish Fry for Reebok store opened at Select Citywalk in June-2008 in Delhi.

- Currently retailed through 84 exclusive Reebok stores in India and plans to grow to 100 stores by S/S-09.
Don't like my designs? You don't have to.
-Manish Arora

i am what i am

Reebok presents the Fish Fry collection by Manish Arora.
PIMP MY SNEAKERS!

You make your own gun-wielding, muscle-sculpted, black-lace-up shoes in the heart of chicness hot-spot Soho. Come September, A.P.C. will be releasing its own street shoes collection. To design them, it has selected Delhi's most classic customizer: 35-year-old Manish Arora. Retailing at up to $500 a pair, a label of all-time classics now in New York. A.P.C.'s label is not just a reflection of the ultimate style of India and its style, but a reflection of the A.P.C.'s label of the ultimate style of India and its style. The shoes are designed to be worn with unwashed cotton, and the fabric is made of cotton and wool. The label also produced a limited edition of 100 pairs, and the design is a mix of traditional and modern elements.

NEWBREED GIRL

I like Newbreed Girls because they gave me a T-shirt that says "Little Miss Hangover" on it. She's a round-faced girl with pigtails and Xs for eyes—she's a Walker who was designed in my declaration. This spring, their graphic department has been going bananas for hip hop music and primary colors. You can copy years of Mac's or Fred Segal in LA. Supplementary materials: Newbreed make private labels for more than our favorite mainstream kids. The new one is called "Newbreed Girl" and it's their collaboration this fall.

STYLED WATCH

MANNISH ARORA

Congratulations! It's a custom T-shirt we can't bear to put on. The Fish Fry Collection is a true delight. It's a show-stopper! The show-stopper is with two shows in one: the show and the fish. The fish are the models of extravagance with white and black kicks. The shoes are like Nike, Reebok, and Custom, and they're made of leather, and they're made of leather. They're also very in demand, and they're in demand. Fish Fry is fitting for every trendsetting superiała. The new one is called "Newbreed Girl" and it's their collaboration this fall.
LONDON FASHION WEEK
ICONIC COLLABORATIONS
Manish Arora for Swarovski

- Ongoing collaboration with Swarovski since 2004
- Collaborated on apparel collections
- Special projects like Runway Rocks
MANISH ARORA INSTALLATION FOR SWAROVSKI
Manish Arora Eyewear

In 2008, Manish Arora Eyewear was launched worldwide through a licensing agreement with Inspecs UK.
MANISH ARORA EYEWEAR DISPLAY AT HEATHROW TERMINAL 5
As a testament to his affinity with color Manish teamed up with make up and cosmetics giant MAC to design a signature collection which launched worldwide in October 2008.
• In 2007, Manish launched a sparkling collection of limited edition signature watches in collaboration with SWATCH. This collection launched in the Summer of 2009.

• With riotous colors and inventive designs, this is a fashionably trend conscious range of 7 watches for men and women.
  – *Timespective*
  – *Over Charm*
  – *Dancing Hands*
  – *Huge in All*
  – *Giant Shimmer*
  – *From Within*

**Manish Arora for SWATCH**
MANISH ARORA DISPLAY AT SWATCH STORE TIMES SQUARE, NEW YORK CITY
Manish Arora for Disney

Collaborated with Disney on a line of apparel for AW08 and AW09. Also collaborated on a special collection with Disney for Reebok called Mickey Rock.
es impressions géantes font un din d'œil
la bande dessinée. La désirion invente
n nouveau style "adolescent". Pour s'habiller
op art tout en faisant des bulles dans
comic strip haut en couleur.
MANISH ARORA DISNEY COLLABORATION IN MUMBAI

Indian Warrior Mickey was a special programme developed with Manish Arora. This costume line was presented in Paris fashion week & Wills India Fashion Week last season.
LEE COOPER 100 YEARS PROJECT
Text by Kin Woo | Published 26 September 2008
Manish Arora for Nivea Soft

- Collaborates with Nivea for the special Summer edition of Nivea Soft
- Designing three unique prints for Nivea Soft jars inspired by the Spring/Summer 09 Circus collection
- Production of 5.5 million units for worldwide sales
Manish Arora for Pommery
In the pipeline special range of fine china for Good Earth India

To be sold through Good Earth outlets in Delhi and Mumbai
COLLABORATIONS WITH INTERNATIONAL ARTISTS
Manish Arora
&
Keichii Tanaami

MANISH COLLABORATES WITH TANAAMI FOR AW08
Manish Arora
AWARDS & ACCOLADES
1994 – Most Creative Student of the Year, N.I.F.T New Delhi

2004 – Best Women’s Prêt Designer, Indian Fashion Awards, Mumbai

2005 – Designer Choice Award for Best Collection, Miami Fashion Week, USA

Elle Style Awards, Best Designer
2006 – Best Indian Fashion Designer, Outlook Magazine
Elle Style Award, Best Designer

2007 – Elle Style Award, Best Designer

2008 – Best Fashion Show Staging, Marie Claire Fashion Awards
Best Designer Prêt A Porter Women’s wear
Marie Claire Fashion Awards.
Teachers Achievement Award

Katy Perry in MANISH ARORA at MTV Europe Music Awards 2008
Manish Arora International Stockists
ASIA & MIDDLE EAST
SOME LEADING INTERNATIONAL RETAILERS

EUROPE
• HARRODS – UK
• DOVER STREET MARKET – UK
• MARIA LUISA – FRANCE
• LUISA VIA ROMA – ITALY

MIDDLE EAST
• VILLA MODA – KUWAIT
• SAKS FIFTH AVE - DUBAI
• D’NA – RIYADH
• TATEN – BEIRUT

ASIA
• BEAMS – JAPAN
• JOYCE – HONG KONG
• ASIALINK – CHINA

USA
• H LORENZO – LOS ANGELES
• EASTERN DISTRICT - NYC
Thank You!