



manish arora

A black and white photograph of Manish Arora on a fashion runway. He is in the center, wearing a dark, long-sleeved shirt and dark trousers, walking towards the camera. Behind him, several models are standing in a line, wearing elaborate, patterned dresses and headpieces. The background features a large banner with the name "MANISH ARORA" and the letters "M A".

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.

INDIA FASHION WEEK



Retail in India

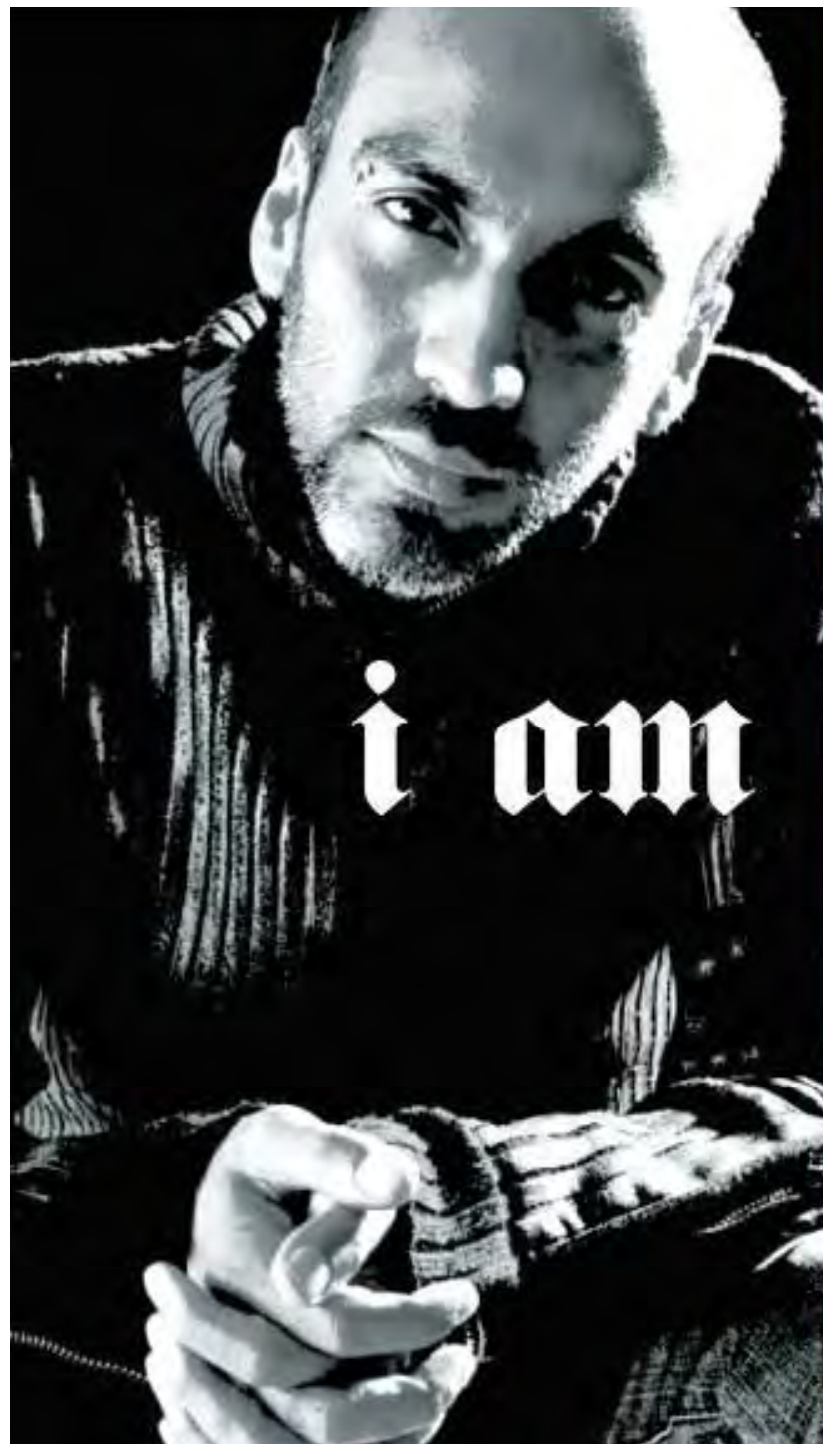
- In 2002, the first flagship store Manish Arora Fish Fry opened in New Delhi followed by the second store opening in Mumbai, the commercial capital of India.
- Today the Manish Arora brand retails out of 4 fully owned outlets – 3 in New Delhi and 1 in Mumbai.
 - *Lodhi Colony , Delhi*
 - *Crescent at 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.



i am

Don't like my designs?
You don't have to.
-Manish Arora

what i am



Reebok presents the Fish Fry collection by Manish Arora.
Limited edition available at Manish Arora Stores, London, Tokyo, Brussels, Paris, India.





TIME GLOBAL AD

TRAVEL | FOOD | GADGETS | STYLE | LE



STYLE WATCH

PIMP MY SNEAKERS!

You make your own green messes, make capricious for cheer and think Bollywood dance clothes are the height of chic: Now buy the shoes. Come November, Reebok will be releasing its first-ever custom sneaker collection; to design them, it has selected New Delhi's most outstanding upstart, 33-year-old Manish Arora. Retaking in up to \$500 a pair in India (and considerably more in New York), Reebok's Fish Fry range reflects the explosive use of color and detail for which Arora is fast becoming known. The most elaborate of his 12 designs uses embossed studs, mixed-media and eye zips. With only a few hundred of each model available, they are already this season's must-have. Arora says Reebok chose him partly because India is so on a crest. "The country's getting noticed all over the world now, and fashion's part of that," he says. His use of color (which his p.c. mostly describes as "vibrant-hues") also comes as a relief in a global fashion scene perennially hung up on blacks, greys and neutral tones—and to a sneaker market that still prioritizes functionality and athletic performance, even though most of us wear sneakers anywhere but the track. "I'm trying to make people curious again," says Arora. That much seems assured. And try sewing the shoes shown here. —By Alex Perry/New Delhi



ERIK L. LARSEN

A.D.H.D.

27 REASONS

We Can't Sit Still!



MANISH ARORA X REEBOK

Congratulations! It's a custom X sneaker (collabo baby)! The Fish Fry Collection is the first offspring of Reebok (to whom we owe the Pump and the Freestyle), and their partnership with famed Indian designer Manish Arora. Fish Fry is a line of sneakers designed for India and New Delhi, the city of the most colorful and outrageous wild & wacky kicks. With names like Sholay, Swades, 100 Chakras (inspired from Bollywood), these sneakers are a great way to express your style in India. And why wouldn't they? They've got angel wings and fire on 'em. Fish Fry is fitting for even the trickiest, hippest fashionistas. For more, go to www.reebok.com or pick 'em up at the U.K., Europe, the Middle East, and Japan, but they'll be available in the U.S. soon. Thank you, India! Even if Arora makes our brains flip! —Alexandra Sordani

NEWBREED GURL

I like Newbreed Girl 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—it's as if she was designed in my likeness! This spring, their graphics department has been going bonkers for '80s pop music and primary colors. You can cop yours at Macy's or Fred Segal in L.A. Supplementary factoids: Newbreed makes private label for none other than our favorite mass-market gear peddler, Forever 21. Yeah, this is/was confidential, but I totally can't keep a secret. Look out for a Newbreed Girl X Minkahave collaboration this fall. —Samantha Mueller



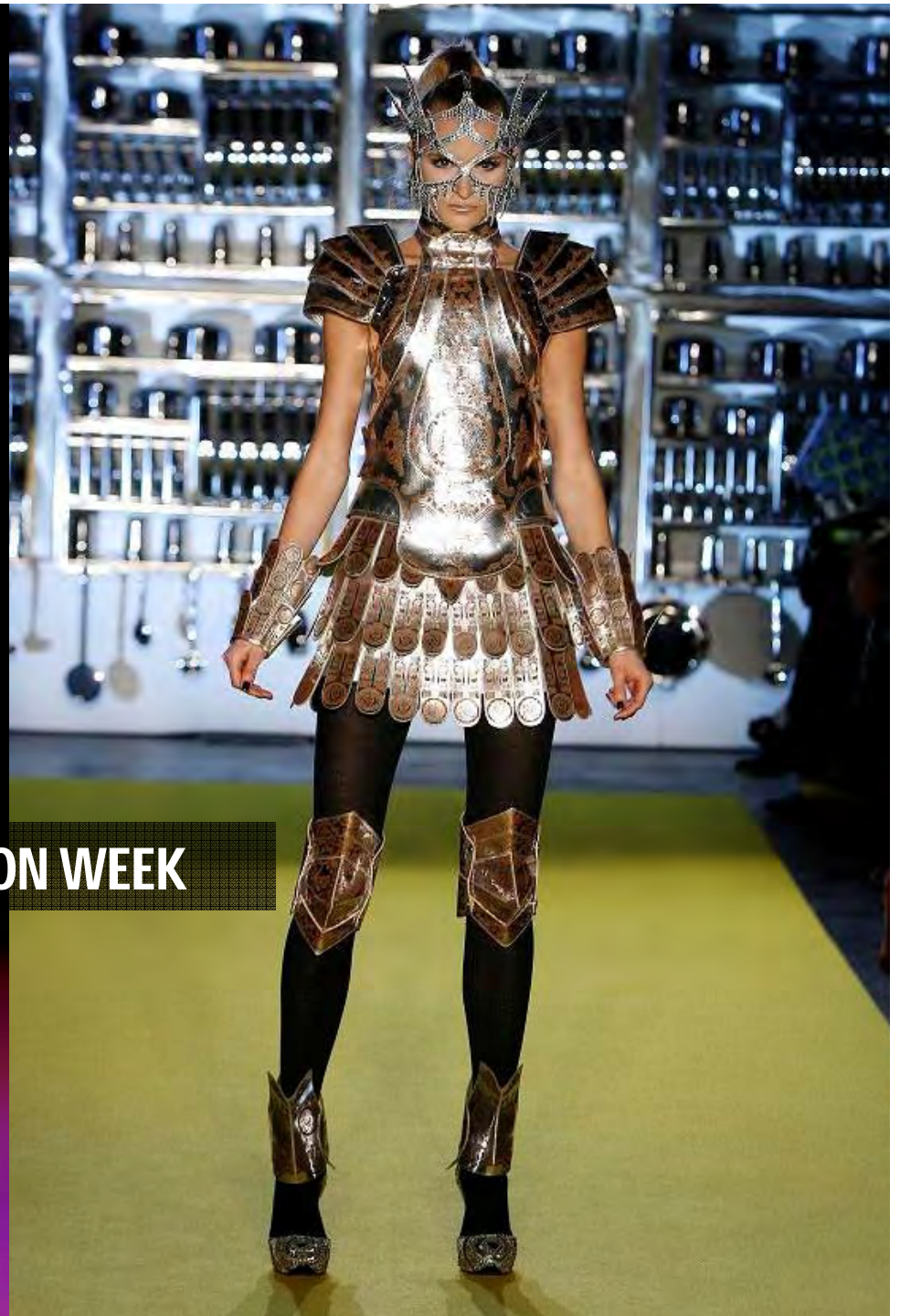
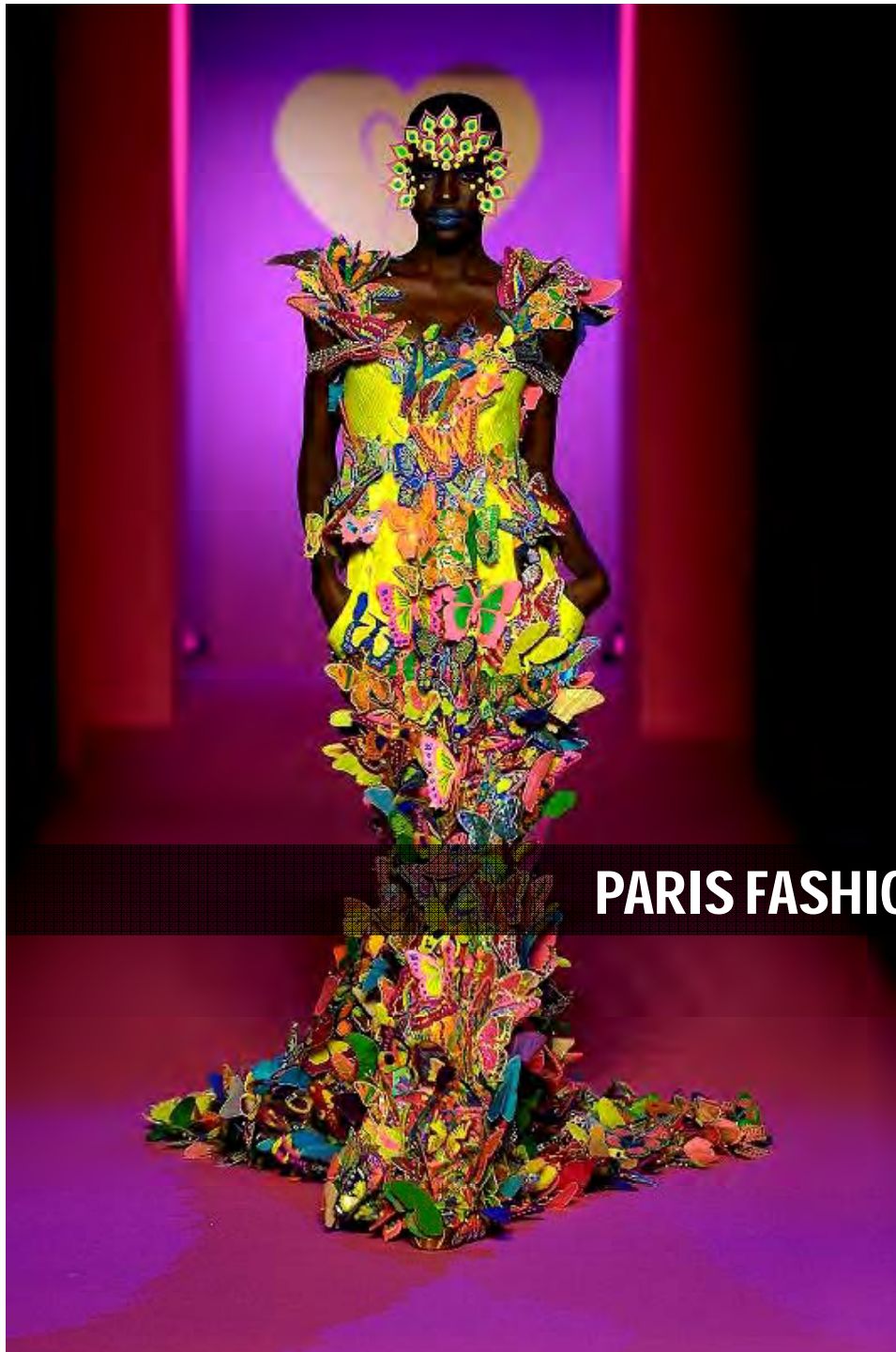
CREAM



Dressing your clothes in February is so last year. Wouldn't you rather whiff your cotton graphic tee and wash jeans, turn first in gardenia? Of course you would. Created by 34-year-old Misa Matsushima and 32-year-old Mayuko Amano (both born in Tokyo), Cream is a line of scented tees based on the philosophy that spent in the genre linked closest to memory. The designers were inspired by the scratch to sniff stickers of their childhoods and are looking to make Cream hoodies later this year. Cop 'em at Charlotte Fashion and Union in New York. Cream. Get on top. —Gemma Salazar



LONDON FASHION WEEK



PARIS 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 FOR SWAROVSKI RUNWAY ROCKS



MANISH ARORA INSTALLATION FOR SWAROVSKI



Manish Arora Eyewear

In 2008, Manish Arora Eyewear was launched worldwide through a licensing agreement with Inspects UK.



manish arora



manish arora



MANISH ARORA EYEWEAR DISPLAY AT HEATHROW TERMINAL 5



Manish Arora for M.A.C.

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.







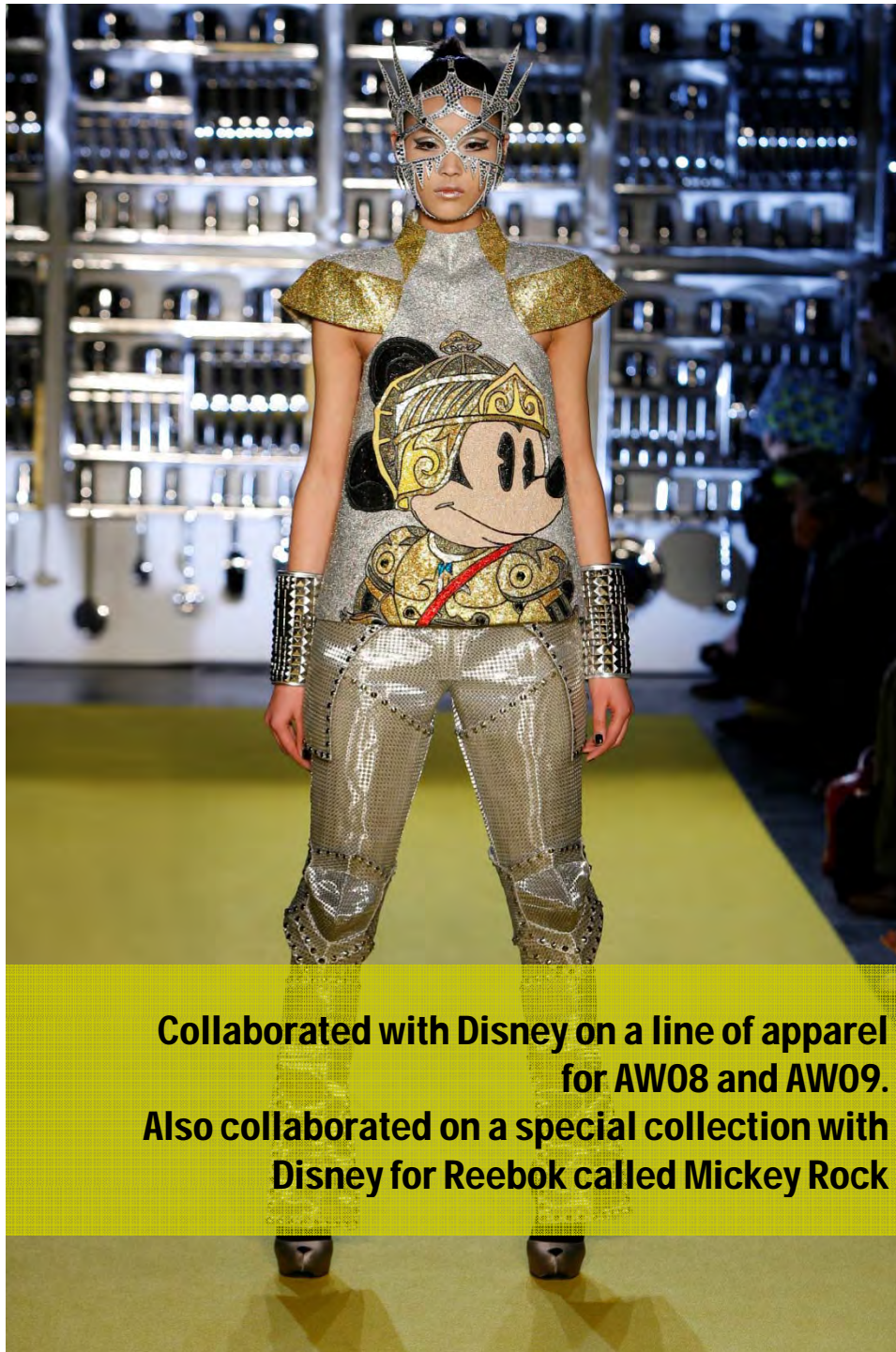
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- In 2007, Manish launched a sparkling collection of limited edition signature watches in collaboration with SWATCH. This collection launched in the Summer of 2009.
 - With riotous colors and inventive designs, this is a fashionably trend conscious 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





**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**



Manish Arora for Disney



JANISH ARORA



TSUMORI CHISATO



GILES



ICEBERG



ZAC POSEN

COMIC STRIP

es impressions géantes font un clin d'œil
la bande dessinée. La dérision invente
n nouveau style "adulescent". Pour s'habiller
op art tout en faisant des bulles dans
n comic strip haut en couleur.



VIVIENNE
WESTWOOD



JEAN-CHARLES DE
CASTELBAJAC



SONIA RYRIEL



VIVIENNE
WESTWOOD



MANISH ARORA DISNEY COLLABORATION IN MUMBAI





MANISH ARORA COLLABORATES WITH DISNEY FOR REEBOK

LEE COOPER 100 YEARS PROJECT

Lee Cooper, 'The Fine English Denim Company' celebrates its centenary with a series of exciting collaborations in the '100 Years Project'.

Text by [Kin Woo](#) | Published 26 September 2008



Manish Arora for Lee Cooper design.

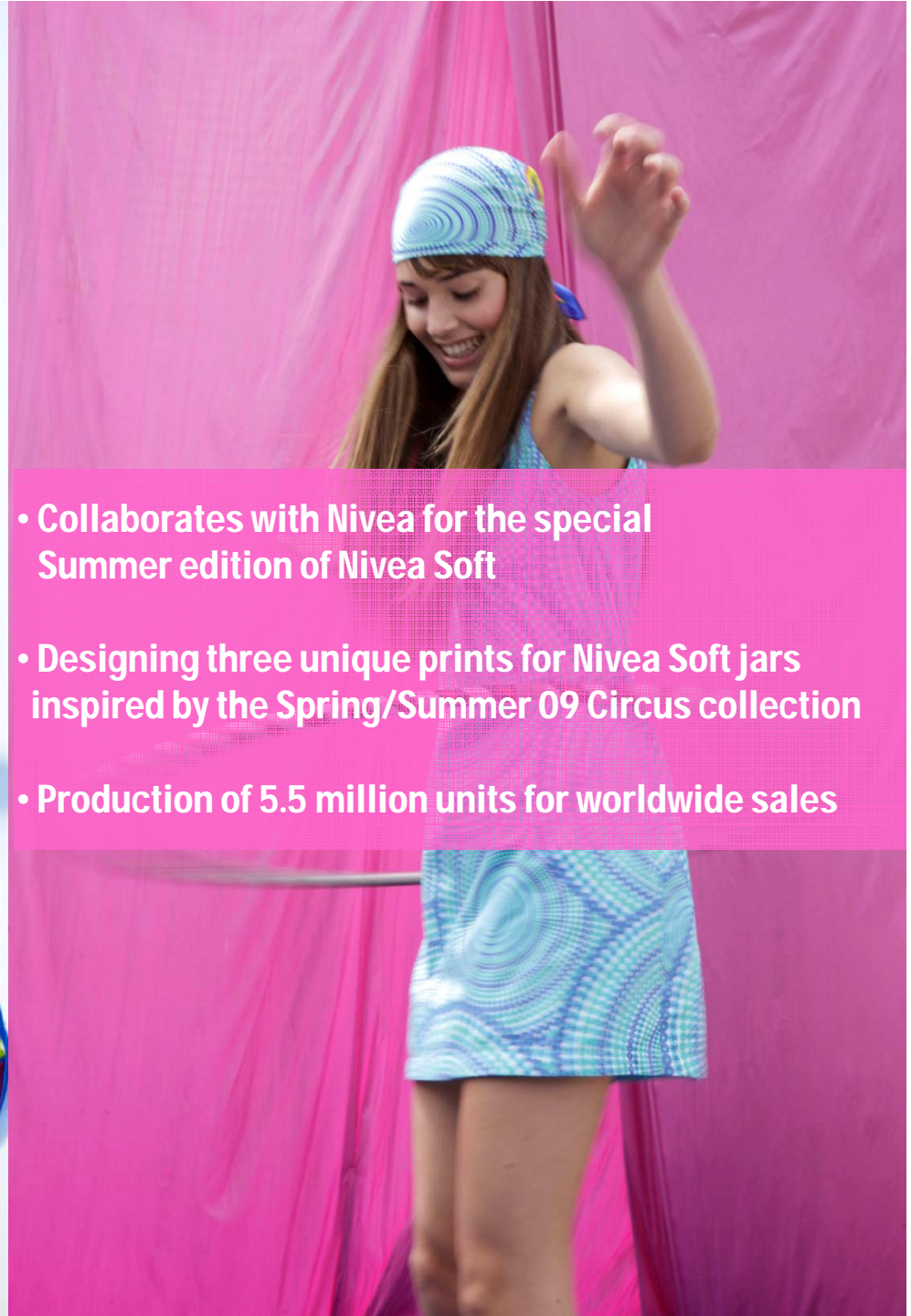
FASHIONWE
A/W 2009COVER
BACKSTAGE PHOTOS & SPEC
FROM NEWYORK LONDON MILAN &
WITH THE DAZED FASHION T
LIVE-BLOGGING FROM THE SH

MANISH ARORA FOR LEE COOPER

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





Manish Arora Home For Good Earth

**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**

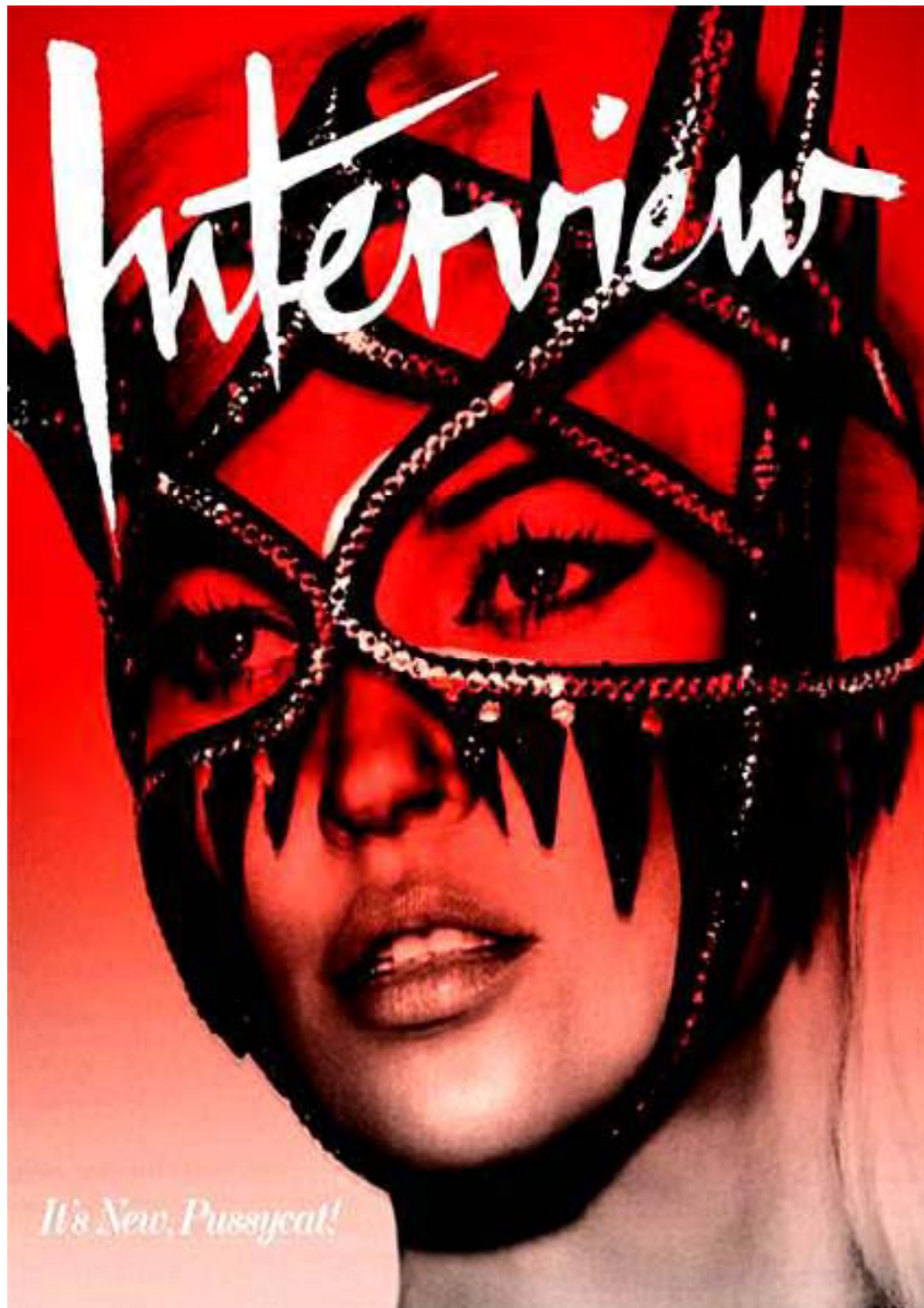
MANISH COLLABORATES WITH TANAAMI FOR AW08



Manish Arora & Subodh Gupta



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



manish arora

Europe



manish arora

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**



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Thank You !