

**Press Release**

Mumbai, 31 January 2012

**NARENDRA KUMAR AND HARRY CHENG LAUNCH “JAPAN INSPIRED”  
EXCLUSIVE CALENDAR BROUGHT TO VISION BY PRASAD NAIK AND  
MODELLED BY GISELLI MONTEIRO.**

***<Commemorating 60<sup>th</sup> anniversary of Japan-India Relations, as part of the  
Government of Japan “Cool Japan” Initiative>***

Narendra Kumar and Harry Cheng from maidoindia present their latest result of their on-going collaboration: Narendra Kumar “Japan Inspired” Exclusive Calendar commemorating the 60th Anniversary of Japan-India Diplomatic Relations, an as part of the "Cool Japan" initiative initiated by the Ministry of Economy and Trade and Investment, Government of Japan.

The project involved looking into Japan from an Indian designer’s perspective exploring the cultural past to contemporary times. The initiative being unique and first of its kind is supported and endorsed by the Japanese government and maidoindia.

Narendra Kumar designed a special collection ranging from hand embroidered evening gowns, futuristic jumpsuits and three dimensional jackets to cocktail dresses in his signature cutting edge style featuring lush organzas, silk and brocade. They were pictured through the artistic lens of photographer Prasad Naik against the background of the most stunning locations of Japan, from the snow-capped mountain views from the Windsor Hotel Toyako, Hokkaido; mystical and serene Kodaiji, Kyoto, to the uber futuristic 9H, the award-winning buoutique capsule hotel in Kyoto.

Beautiful Brazilian model and Bollywood actor, Giselli Monteiro captures the essence of universal beauty, subtle elegance and innovative spirit which resonate with “Cool Japan”.

**Yukio Edano, Minisiter of Economy, Trade and Industry commented:** “The work of art is the realisation of a new, entirely unprecedented collaboration between Japan and India. Without the participation of India’s amazingly talented creators, this work could never have successfully come into being.

The 12 scenes depicted show Giselli Monteiro’s expressions, at times philosophical, and at times sentimental, modelling Narendra Kumar’s incredible versatile collection of dresses “inspired by Cool Japan”, shot in both traditional and ultra-modern Japanese landscapes, infusing the scenery with a new essence.

The vision of Prasad Naik allowed all these elements to come together into stunning images. I sincerely appreciate their work. Even for us Japanese, this calendar will serve as a guide for us to seek out new, fascinating attractions in our own country.”

**Narendra Kumar Commented:** “The project took us through the length and breadth of Japan, from Yakushima in the south, to Hokkaido in the north exploring the vast beauty of Japan.

It also involved creating fashion inspired by various aspects of Japan its heritage and its futuristic appeal and philosophy. The clothing was modelled by Giselli Monteiro a Brazilian who has made a mark for herself in Bollywood and shot exquisitely by ace photographer Prasad Naik with hair and make up by Kenta Miyauchi.”

**Prasad Naik added:** “Japan is a diverse land, with a harmonious balance of the charmingly traditional and the amazingly futuristic. However, it is bound together with an attention to detail, that runs through everything from fashion and design to its cuisine and hospitality. This calendar pays tribute to the Land of the Rising Sun by creating pictures that are simple and graphic.”

The launch of the “Japan Inspired” Calendar also marks a two year anniversary of Narendra Kumar and Harry Cheng collaboration “to bring Japanese inspired designs to India, and the world” over a beautiful Japanese tea ceremony hosted in Mumbai at the Four Seasons Hotel.

maidindia and Narendra Kumar work towards promoting further cross-cultural collaborations within Japan and India, not only in the fashion industry, but other areas where Indian and Japanese youth can interact, such as graphic design, animation and manga, and more on a regular basis.

**About Harry Cheng**

Harry Cheng is a director of Maido Enterprises Pvt. Ltd. (maidoindia). maidoindia is into the business of bringing Japan closer to India through food, art and culture. It promotes Japan in India through import, distribution, events and more. Recently, maidoindia launched a new business division "Sushi and More" which is pioneering delicious Japanese cuisine closer to the homes and hearts of Indians. Calls Mumbai, Tokyo, and Singapore home, is a graduate of London School of Economics and Political Science and Oxford Universities.

**About Narendra Kumar**

Narendra Kumar was part of the second graduating class from National Institute of Fashion Technology (1990) while it was still being run in conjunction with FIT, New York and Trent Polytechnic, UK. A Founding Fashion Editor of the ELLE India magazine in 1996, Narendra was intrinsically involved in the conceptualization of the Indian edition of the magazine. Narendra launched his eponymous line in 2000 with a complete range of western wear for men and women. The line is based on modern cuts and silhouettes but integrates the luxurious aspects of specially woven Indian fabrics and hand crafted detailing.

In addition NK's company, Arenah Design Studio, undertakes various corporate identity clothing projects for international companies such as Marriott Group of Hotel, Taj Group of Hotels, HSBC bank, Kotak Mahindra Bank, Unilever etc. The company works with some of India's leading textile manufacturers in creating fashion brands and imaging the brands for relevance to the Indian market.