



Legend Group  
Presents

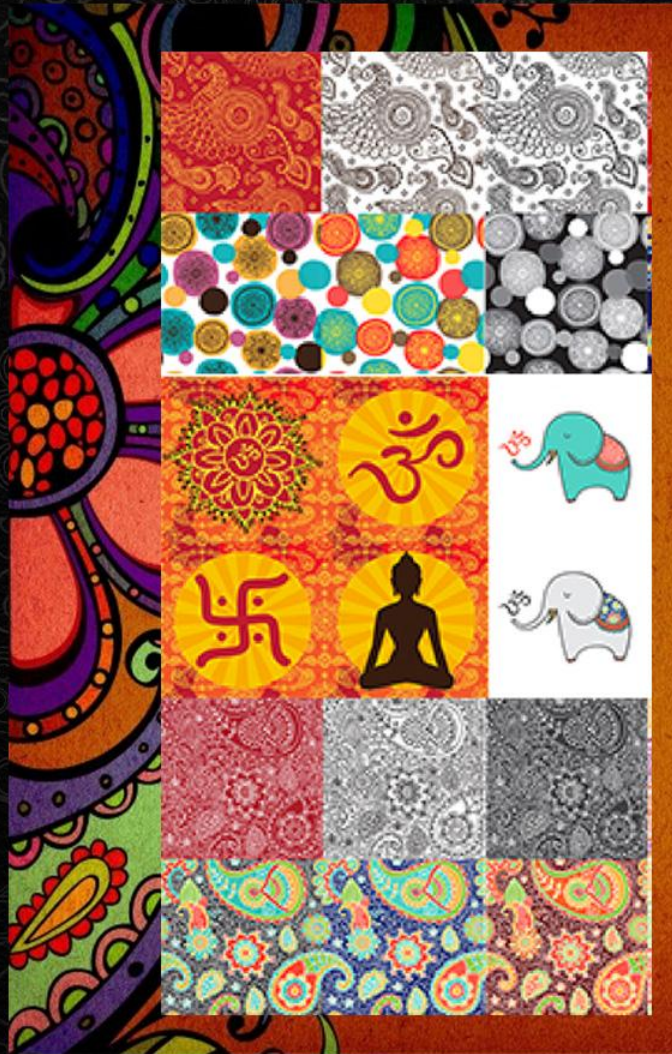
# FASINATION



Legend Fasionation is set to deliver:

- One Stop Shop Destination for Fashion Desperations.
- Collection from World Renowned Designers.
- Range of Unique Accessories from Head to Toe.
- Hundred of Jobs for enthusiasts.
- Convention Center for Brands/Designers & Fashionistas.

## Fashion in INDIA



India is a country with an ancient clothing design tradition, yet an emerging fashion industry. Though a handful of designers existed prior to the 1980s, the late 80s and the 1990s saw a spurt of growth. This was the result of increasing exposure to global fashion and the economic boom after the economic liberalization of the Indian economy in 1990. The following decades firmly established fashion as an industry, across India.

## Legend Fasionation – Delivering the Vision



The Legend Fasionation is a project in Southern Delhi town centre that will create a new focal point for Indian fashion in the heart of Delhi's South End. The Fasionation will also benefit Delhi's textile industry creating hundreds of jobs for local people across the borough in the shops and stores. The plans include the establishment of the Inidan Fashion Hub Trust, which will promote fashion in India. The Trust aims to be the main point of contact for local businesses to engage with Delhi's Ways into Work and to promote various events and initiatives at the Fasionation. It also aims to be a vehicle for supporting start-up fashion businesses, mentoring budding entrepreneurs in the fashion industry, and liaising with local workspace providers to ensure those seeking to start a business in the fashion industry have a helping hand in the Fasionation.

## The Proposal



OUR VISIONARY PLANS WILL TRANSFORM AN AREA, INTO A WORLD-CLASS FASHIONISTAS LANDMARK. THIS TOGETHER WITH THE REFURBISHED RAILWAY ARCHES WILL CREATE A UNIQUE FASHION HUB.

Our proposal is to deliver three storey landmark building being designed by internationally acclaimed Architects. They will create a stunning, light and unique environment fitting the area's creative reputation and providing an architectural draw of its own for local people and visitors alike.

Our proposals will deliver:

- Retail outlet space over three floors plus basement.
- A Stitching Academy, apprenticeships and training opportunities.
- A high quality Food Court encouraging visitors to stay in the area.
- New open space and pedestrianised areas encouraging people to explore The Fashinations.

## Our "USP"

Our Atrium is so well build that it can be used for Fashion Weeks, Designer's Collection Endorsement Rampwalk and Fashionistas Events on Regular Basis. These events can be sponsored by In-House Brands and N.G.O.'s for Society's Welfare. First ever 24x7 Fashion Shows



## Local Benefits



- Jobs - The plans will create hundreds of new jobs and we are working closely with Delhi's Fashion Association into Work team to make sure that local residents are first in line for those jobs - [click here for more information](#). The job opportunities in the Fasionation include:
  - Fashion Designers
  - Sales staff
  - Manufacturing, stitching and alterations
  - Catering and hospitality
  - Security and maintenance
- Boost to the Local Economy - The Legend Fasionation will deliver a significant economic boost to the local community. In addition to the jobs and training opportunities for local people, the proposals will bring more people to the area, providing more customers to the shops, restaurants and cafés in Hackney Central town centre.
- Physical Regeneration - The project will physically improve and regenerate the area and deliver a range of environmental improvements to the surrounding area. The new buildings which will house the Fasionation have been designed by award-winning Architect.

## Meet the Team



## LEGEND GROUP

Driven by the philosophy of adhering to the highest service standards, providing valuable customer service experience and being recognised as a leading transport and property & wealth management solutions provider, Legend Group is committed to offering a comprehensive portfolio of value-added services in verticals such as ITES, Real Estate and Transportation to its customers spread across India, Australia and USA. Our global network across Australia, India, New Zealand and USA encompasses multi-talented professionals, exclusively dedicated towards providing individual customers and international corporates with the finest properties and specialised services ranging from property investments and real estate to debt collections, transport and online marketing solutions.

Legend Group works in close coordination with major global financial institutions to provide them world-class debt collections, multinationals to provide them high standard realty developers to promote and market their products on global platform. With a cumulative expertise of over decades of experience of its teams, the Legend Group today stands like a guiding force with expert advice on acquisitions, debt collections, financing, project management, strategic direction, transportation & much more. At Legend Group, each and every service has been strategically formulated in sync with class & deep-rooted individual concerns; thus, providing them with a structured and personalized advisory process.



Concept Originated by



LEGEND GROUP

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