

Pride of India is a dazzling extravaganza - the biggest and the savviest to hit the shores of Africa!

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Lyric Theatre, Gold Reef City 14 November Showcasing Young Designers



The dance troupe Maru E Africa

Incredible India

The Pride of India Extravaganza promises to be a glamorous, world class event and one of the finest to hit the shores of South Africa. The Pride of India will capture the very essence and spirit of Indian beauty and culture. 20 Glamorous contestants comprising of 10 Males and 10 Females will compete for this prestigious title. These finalists will be out to impress the judges with their beauty, pizzazz, confidence and overall appeal.

The professional panel of judges will comprise of beauty experts, celebrities and a fashion magazine editor. This event will not only focus on the beauty and intelligence of the contestants but also on design talent. Young designers will also be facing a separate panel of fashion Judges for the Pride of India New young designer of the year title, show casing their creations which boast their individual flare, and displaying the intricate detail required in a traditional Indian garment. The designs are to be

elaborate creations of international standards, reflecting rich Eastern culture in South Africa. The breathtaking outfits will be modelled by our gorgeous Contestants in their final walk.

“Young Designer Finalists will also be facing a separate panel of fashion Judges for the Pride of India New Young Designer of the Year title.”

South Africa has only recently seen the emergence of a strong, talented and energetic culture of design. Many new names have begun to be heard in South African design circles, and have remained in the public awareness as a testament to the talent of the designer. Pride of India in South Africa presents an opportunity for young designers to create an opportunity for recognition in the fashion and beauty industry.

Entrants, of any cultural heritage in South Africa, were required to submit one illustration of their proposed design for the Pageant contestants to model. The design is an elaborate creation, of international standard, reflecting our rich Eastern culture in South Africa. Inspiration was drawn from our vast and beautiful country; illustrations were to be mounted and framed on an A4 board accompanied by a short description of why the applicants feel they should be the winner.

The Young designers finalists will also be facing a separate panel of fashion Judges for the Pride of India New Young Designer of the Year title.

Incredible India will sponsor a week long trip to the Pride of India Young Designer winner to experience Mumbai, the fashion, designers and all the Glitz and Glam in India.

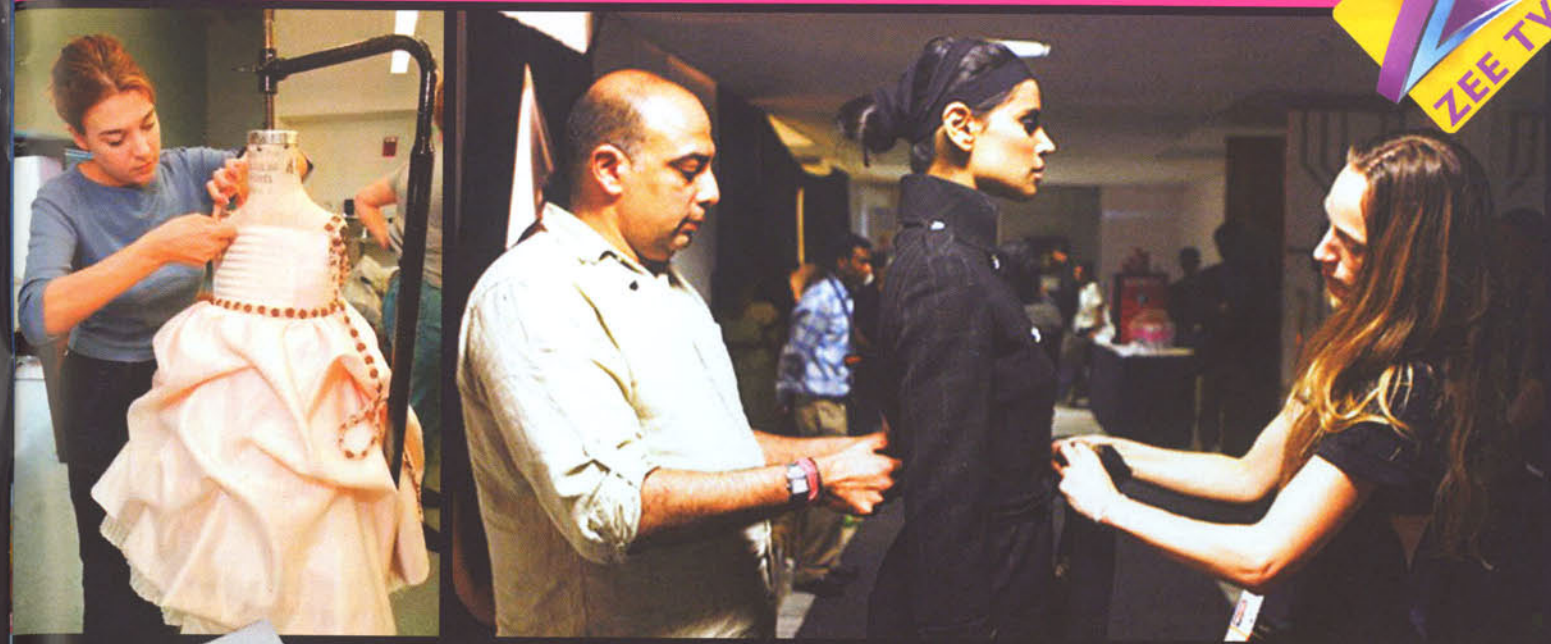
The audience can expect an evening of dynamic staging, sensational dance routines and spectacular entertainment throughout

the Show. The dance troupe *Maru E Africa* meaning "The Skies of Africa" from the "Anavarata Dance Institute" will also be performing at the Extravaganza! They are a small self-sustaining organisation that uses work and performance to maintain the project. Promoting Unity in Diversity, emphasizing a strong sense of Nation - building through Youth empowerment amongst the Youth in Soweto, and across South Africa in previously disadvantaged communities. They will also be touring Zimbabwe in December 2009 where they have been invited to 2 International arts and Culture festivals. From May until July 2010 we will see them touring Europe where they have been invited to perform at the European Summer Festival. The Pride of India Extravaganza will be hosted at the Lyric Theatre, Gold Reef City Casino on Saturday, 14 November 2009.

So be sure to book your ticket today at Computicket and the Lyric theatre Box office - Tickets are selling Fast!



The dance troupe Maru E Africa



Sponsors & Prizes

Our list of prestigious sponsors providing magnificent Prizes include:

Indian Ocean Island Holidays:

5 day Mauritian Getaway including airfares and accommodation for 4 people

INT Capital:

3 days & nights at TINGA LODGE, a 6 star Boutique Resort valued at over R 18 000 per person- sms competition prize

Alushi Management:

A years' modelling contract for Mr & Miss Pride of India with the Agency owned by Local and International personality Shashi Naidoo

Maybelline New York:

Cosmetics & make up artists for the Gala Event and Miss Pride of India's year of reign

Garnier:

- Hair Colour products for the year of Mr & Miss Pride of India for the year of their reign
- Should the Group Product Manager be happy with the winner, Miss Pride of India to be the Face of Garnier for the year of her reign

Loreal Men Expert:

Skincare for the year of Mr Pride of India's reign

The 1st, 2nd & 3rd Miss Pride of India winners will automatically be entered into the Semi-finals of the Miss South Africa Pageant

The winner of Pride of India Young Designer will automatically be entered into the Indian Lakme Fashion week

Inkwe Game Lodge:

Weekend away for winners- Young Designer

Nirvana Hair & Beauty on 5th Avenue:

Stewart Stevens, Hairdresser and Make-up artist to the stars, will be giving a winner of the SMS competition a complete Hair and Beauty Makeover

Dubai Fashions:

Jewellery and accessories for the Gala Event

SAIndia:

Official Media partner of The Pride of India Event

Kinjalo Tours:

Official Corporate Transport Sponsor to the Contestants

Incredible India

Week long Stay in Mumbai, India to visit fashion designers and shows for the Young Designer Winner

Dance Era Productions

Celebrity Locker

Arts Alive

Sponsoring Official Pride of India T-shirts to Contestants and Crew

Pride of India

