

## Exclusive Trunk Show for Pratham UK, Hosted by Priyanka Gill



*Left to right: Aashni Shah and Priyanka Gill*

*Priyanka Gill Hosts Exclusive Trunk Show at Aashni & Co*

*Percentage of Proceeds Donated to Pratham UK*

Wednesday 31<sup>st</sup> October 2012

18:00-21:00, Aashni & Co, Notting Hill

Fashion and lifestyle blogger Priyanka Gill has always had an eye for cutting edge fashion, keeping up with new and exciting fashion boutiques in London. Choosing Notting Hill-based Aashni & Co as a venue, Gill recently hosted an exclusive trunk show in aid of Pratham UK, which received five percent of proceeds from the evening.

The special celebration, coinciding with Diwali, the Indian festival of light, took place on 31st October. Guests were treated to a multitude of contemporary designs from across India, whilst browsing racks of colourful clothing, accessories and jewellery. Shoppers also enjoyed delicious low-calorie cupcakes by Bea's of Bloomsbury, along with other goodies.

Designers showcased in the trunk show included the likes of Nida Mahmood, Pia Pauro, Rohit Bal and conceptual jewellery by Eina Ahluwalia. Designs spanned a range of styles from ultra-modern Pac-man prints to traditional bejewelled Indian saris.

Guests included designer Jason D'Souza, blogger Nina Patel from The Asian Fashion Journal, Meera Sharma of Bollyspice and Abha Housego from Saffron Art gallery.

## Key Facts:

**Event:** Exclusive Diwali Trunk Show Preview  
**Host:** Priyanka Gill  
**Charity Partner:** Pratham UK  
**Designers:** Nina Mahmood, Pia Pauro, Rohit Bal, and conceptual jewellery by Eina Ahluwalia.  
**Date:** 31 October 2012  
**Trunk Show:** 6:00pm-9pm, Aashni & Co Boutique, Notting Hill

## Notes for Editors:

### About Priyanka Gill

Priyanka Gill is a lifestyle blogger and journalist based in London. She has contributed to international publications such as *The Independent* and *Travel and Leisure* and is currently London Correspondent for *Tehelka* and writes for *Hi Blitz!* She is also India Editor and Contributing Fashion Editor for UK-based *Bond Magazine* and *Epicurean Life* respectively. In 2004, Gill started her blog, *eStylista*, which has clocked up an impressive 150,000 hits to date, and it is here that she shares her personal experiences and insights into the latest trends in fashion, social media, film and book reviews, and the hottest restaurants. An avid collector of Modern and Contemporary Indian art, her collection includes works by MF Hussain, SH Raza and Tyeb Mehta. Gill's understanding of India and its art, politics, economy and culture is being rapidly augmented as she is currently pursuing a Master's degree on the topic of Modern India at **London's King's College, India Institute**, and hopes to follow this with a PhD. Gill has been featured in *Vogue (India)* and *Tatler (UK)*, among others. For more information or a sample of her portfolio please click on [Priyanka Gill Portfolio](#) or visit [www.estylista.com](http://www.estylista.com)

### Aashni & Co Boutique

Aashni & Co was founded with a clear vision of bringing the best of Indian fashion and contemporary design to the UK markets. Spread across two floors – each dedicated to Haute Couture and Ready-to-Wear lines, every single garment and accessory is handpicked from India's top designers, assuring an elegant shopping experience to the patrons. It is the primary place to buy the best and most exclusive of Indian fashion every season.

For more information, visit [www.aashniandco.com](http://www.aashniandco.com)

### Pratham UK

Pratham is a charity for children in India and was seeded in Mumbai by UNICEF and Municipal Corporation of Greater Mumbai in 1994 with a mission to ensure "every child in school and learning well". The organization was formed as a tripartite partnership between the government, the corporate sector and citizens. Today the mission has expanded to 21 of India's 28 states and is the largest non-governmental children's charity working to provide quality education to underprivileged children in rural and urban India.

For more information visit [www.pratham.org.uk](http://www.pratham.org.uk)

## For further information and high-resolution images please contact:

Anna Wallace-Thompson | Media Relations | Curzon PR

t: +44 (0)20 73992438

e: [anna@curzonpr.com](mailto:anna@curzonpr.com)

w: [www.curzonpr.com](http://www.curzonpr.com)

28 Grosvenor Street

London

W1K 4QR

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