

On display at MELA 2003

Rare Basics ● Tel 020 8348 9888

Rare Basics, suppliers of uniquely crafted bodyforms, mannequins and other display solutions, provided MELA 2003, the UK's largest celebration of Asian culture, with a number of mannequins for the Fashion competition at the show, which took place during October.

MELA's fashion pavilion was filled with the latest designer and high street fashions and Rare Basics supplied 18 black mannequin torso stands, which displayed a number of stunning costumes for the finals of the Young Designer of the Year Competition, judged by leading designer, Zandra Rhodes.

'We found Rare Basics through the Internet and they had the ideal type of mannequin torsos to fit our requirements,' says Karen Bans of the PR company Media Moguls, that organised and promoted MELA 2003.

'We were also very impressed that they had been chosen by Christie's for use at the recent Dame Shirley Bassey charity dress auction,' she adds.

MELA, a collaboration between Zee TV and the BBC Asian Network, gave visitors from all parts of the UK the opportunity to experience the colours, aromas, sounds and tastes of the Sub-Continent.

The three-day cultural extravaganza featured more than just the Fashion Pavilion. Visitors also saw Bollywood star, Karisma Kapoor on the main BBC Asian Network stage and there were demonstrations on the Health, Beauty and Lifestyle stage and samples of culinary delights in the Cookery Theatre. There were also Weddings and Careers zones. MELA 2003 took place at London's Wembley Exhibition Complex and was a great success.



The award winning costume.