



IHGF Delhi Fair to go virtual again

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November's IHGF Delhi Fair will again be an online event as the show marks its 50th edition.

July's previous edition of the show took place online and 'garnered an overwhelming response', according to organiser Export Promotion Council for Handicrafts, with visits from 4,150 overseas buyers from 108 countries, buying agents and domestic volume retail buyers.

The 4-9 November event will feature 25 virtual halls across 12 product segments. More than 1,300 exhibitors will present collections in home, lifestyle, fashion, textiles and furniture. A choice of more than 2,000 products will be on offer.

Indian manufacturers and exporters have been working on various product lines to suit the post-COVID consumer requirements, both in terms of products as well as packaging.

Product choice at the IHGF Delhi Fair traverses from timeless classics to contemporary influences, bringing in innovations and handcrafted fusions from a cross section of craft regions and production clusters spread across India. The collections, varied in inspiration, processes and materials offer: art metalware; EPNSware; wood carvings; furniture and accessories; glassware; fashion jewellery and accessories; hand-printed textiles; embroidered goods; lace; toys; houseware; decorative; gifts and general handicrafts; home textiles and home accessories; candles and incense; pottery; terracotta and ceramics; nautical instruments; Christmas and floral decorations; dry flowers and potpourri; handmade paper products; crafts made of leather, lacquer and marble. Emphasis is on natural processes, responsible manufacturing and sustainable end-products.

Theme pavilions will bring in regional craft nuances. Visitors can see original craft making processes at live demonstrations on the virtual platform – a rare opportunity to see Internationally recognised master craftspeople share their handcrafting skills. The show's trend area will feature trend stories, forecasts and colour theories for seasons ahead. The organisers have also lined up a series of webinars as well as web panel discussions throughout the show.

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