



JUNIOR'S FASHION WEEK TO SHOWCASE SPRING / SUMMER 2018 COLLECTION OF INTERNATIONAL BRANDS IN CHENNAI

Junior's Fashion Week is now heading to Chennai to enchant the fashion world at The Westin Hotel on March 18, 2018

JAIPUR, RAJASTHAN , INDIA , March 11, 2018 /EINPresswire.com/ -- After a stunning SS18 showcase collection in Chandigarh, Junior's Fashion Week is now heading to enchant the Chennai city. In its next Runway event in Chennai, JFW is showcasing the Spring Summer 2018 collections of USPA Kids, Marks & Spencer, The Children's Place, [ELL](#), Flying Machine Boys, evidencing that Chennai Runway showcase is no exception to JFW's customary tradition of associating with international and global brands.

While all other brands have been associated with Junior's Fashion Week for several showcase editions now, ELL is the newest addition to the family of brands which will be showcased at the Chennai Runway Event of Junior's Fashion Week.

Inspired by Indigo hues, Hawaiian beaches and Old Glory, the SS 18 collection by U. S. Polo Assn. Kids is a fitting clothing range for the experimenting and unafraid young minds. With trendy designs on comfortable fabrics crafted in the form of trousers, shirts, polo t-shirts, and shorts, U. S. Polo Assn. Kids have it all to ensure that the kids find their perfect fit all year round.

The Children's Place has curated a new collection of everyday casuals and stylish dressy outfits have everything for the entire family. Dresses, skirts, and add-ons are blooming with tropical botanicals and extra girly details (like embroidery & lace!). For the boys, the conversational graphics, cool prints, beachy pastels with neon pops and waves of indigo are washing over button-downs, polos, and shorts.

When talking about comfort, Marks & Spencer needs a mandatory mention. Marks & Spencer Girls' wear has romantic bohemian influences with seasonal trend details such as ruffles, smocking, floral prints in a palette of cornflower & pale jade shades, together with palest Melba and bright pink highlights. The Boys' wear is inspired by the still strong athleisure trend popular among young adults- vibrant clean colors, technical fabrics, underpinned by a sports aesthetic.

The latest Spring Summer collection from Flying Machine Boys is all about cool and trendy styles. Inspired by some of the signature designs of Flying Machine, the SS18 collection has infused these designs with catchy, contemporary trends in children's fashion.

ELL Kids has presented a captivating SS 2018 collection. From regal sherwanis to embellished flowy gowns to floral floor-length gowns, ELL Kids has heightened the couture standards with its classic selection of hues and subtle prints.

Junior's Fashion Week is ready to sprinkle magic in its next Runway showcase on March 18, 2018, at The Westin Hotel, Chennai. The Runway event will be preceded by a fruitful workshop helmed and

moderated by experts who will imbue participating Juniors' with poise and grace.

Attended by HNI buyers, influential mothers, notable media channels and representatives of leading fashion houses and the likes, Junior's Fashion Week Runway event has proved to be juggernaut platform across the realms of fashion and lifestyle industry.

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