

# Bengaluru: Junior's Fashion Week To Conclude Spring Summer 2018 in Full Swing and Style

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*Junior's Fashion Week to conclude SS18 at Bengaluru with Cherry Crumble California, U. S. Polo Assn. Kids, Marks & Spencer, The Children's Place, Flying Machine*

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India's only destination for kids fashion, Junior's Fashion Week is all set to conclude Spring Summer 2018 at Bengaluru in full style and zing, where international brands like Cherry Crumble California, U. S. Polo Assn. Kids, Marks & Spencer, The Children's Place, Flying Machine Boyzone will be showcasing their Spring 2018 collection.

Junior's Fashion Week is ready to bewitch fashion aficionados at their next Runway showcase on June 17, 2018, at Sheraton Grand, Bengaluru. The exclusive showcase of international brands brings inimitable magic to the length and breadth of fashion and lifestyle industry.

Keeping in mind fashion-forward kids and their ever-changing fashion needs, [U. S. Polo Assn. Kids'](#) brings in a fresh burst of summer colors as it offers classic sports dresses in bold and vibrant colors, knitted summer dress, round neck tees, and trendy washed denim amongst a melange of other styles.

Mr. Alok Dubey, CEO, Lifestyle Brands at Arvind Lifestyle Brands Ltd., says, "We are pleased to partner with Junior's Fashion Week for the 3rd year in a row. It is a wonderful platform for us to showcase our Spring Summer collection for 2018, that is a perfect blend of the classic American style that USPA stands for and the preferences and needs of the Indian audience. We realize over the years that kids have very specific tastes and hence, we went a step ahead to translate their love for colors and prints in our new collection.

[Cherry Crumble California's](#) new range is inspired by the mountains, the river bank, and the wildwood. It is a cheerful array of creatures and objects on special prints and appliques. The fresh styles are made for exploring the great outdoors. It is the softest thing to ever exist and it only gets better with more exploring.

Himanshu Bansal, CMO, Cherry Crumble, says, "We are delighted that JFW is our exclusive fashion show partner in India. They have a great event presence across India and a follower's base that really aligns with our brand. We are sure that JFW will offer new ways for the customer to connect and discover Cherry Crumble. Their followers have been loyal to them for years. We are both happy and excited to extend our partnership and present to you Cherry Crumble California in association with Juniors Fashion Week in Bengaluru Showcase now, after Delhi."

With the Flying Machine Boys certainly going all out to bring back the 'cool' quotient into focus, it has generously sprinkled the collection with beachy prints and vibrant colors. Coolness which doesn't cost a thing is here with the playful SS18 collection of the brand's collection.

The Children's Place weaves whimsical fantasies into its Spring '18 collection. From classic Denim to trendy bomber jackets, to rugged jeans and basic colored t-shirts bearing voguish designs, TCP weaves mesmerizing magic into the modest basics.

Marks and Spencer has crafted every apparel with the hallmarks of quality and style they are

incredibly proud of. Marks & Spencer's "Holiday Shop" will create fun fashion looks with vacation outfits- from frilly swimwear and breezy dresses for girls to nautical-inspired graphic tees and boardshorts for boys.

The kids' fashion industry awaits the Bengaluru edition of Junior's Fashion Week with uncontrolled anticipation and excitement as it will mark a significant conclusion of the Spring Summer 2018 kids wear collection across the country.

The Runway showcase will be preceded by a fruitful workshop helmed and moderated by experts who will let participating Juniors imbibe poise, confidence and life-winning skills, which will last for a lifetime in the heart and mind of the Junior. While Lakme Academy will twist their styling wand on the young juniors as the official styling partner of the Bengaluru edition, Framed Moment will be capturing sweet memories as the official photography partner.

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