# Leading Designer Satya Paul bags the prestigious IAFA award in London

**03 Dec 2011, New Delhi:** After the success of The International Asian Fashion Awards 2010,this year Satya Paul was awarded the winner under the ‘Outstanding Contribution to the Fashion Industry’ category at this glittering award ceremony that took place at The London Hilton Park Lane.

“IAFA that was created to honour the creativity of prominent Asian artists as Asian fabrics, styles and designs that are being increasingly embraced on the catwalks and in the high street world over. To be able to do our bit in promoting and highlighting Indian fashion through our timeless designs over these years, Satya Paul with great humility accepts this honour bestowed” says Mr. Jyoti Narula, MD Genesis Colors Pvt Ltd (Holding company of Satya Paul brand).

[Satya Paul](http://www.facebook.com/SatyapaulIndia), in extension to its traditional bridal wear ranges, now offers exquisite Ready-to-wear bridal pieces such as anarkalis, SKD’s, tailored jackets, tunics, kaftans & kurtis that are sure to find its way in today’s neo bride’s trousseau. The growing need to dress in modern silhouettes with a touch of tradition and heritage has evoked the need of such an eclectic collection from the brand.  Almost all of the collection is intricately embroidered and embellished by hand using crystals and beads adding a high level of sophistication to the intricate designs.

This latest range of stylish bridal ensembles is available in high quality soft silk fabrics with elements like nets and lycra thrown in strategically to add vibrancy. Techniques like shading, foiling, draping accentuated by ornamental brooches and chains make them equally innovative and festive. Featuring different cuts, borders, necklines, patchworks, unique color combinations and styles that are fresh and uncomplicated - this season Satya Paul gives you a fashion offering that could help you stay fashionable forever.

**About Satya Paul:**

Since its birth in 1985, the [Satya Paul](http://www.satyapaul.com/) look is a strong interplay of patterns and colors that the New York Times has hailed as ‘works of Kinetic Art’. The label’s look is distinguished and identifiable on the street. The Satya Paul design team creates designs taking inspiration from objects from the real world and the environment, thereby coming up with refreshing new designs and products that capture its customer’s imagination– this has been the brand’s design philosophy and what sets Satya Paul apart.

Having re-invented the traditional sari as a modern classic, the Satya Paul product line also comprises of delightful western clothing that ranges from evening dresses and gowns, sun dresses, tunics and kaftans. It also includes a vast selection of accessories for both men and women such as scarves, handbags, clutches, ties, cufflinks and pocket squares, as well as an entire range of classic bridal wear.