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The launch of Artic Vodka in Delhi

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Nandita Mahtani with Abhishek Modi

Kuch Naya: The launch of Artic Vodka – one of the latest vodka brands – took place in the capital recently, alongside Nandita Mahtani’s display of her new collection, which was inspired by the design of the Artic Vodka bottle.

Abhishek Modi, CEO, Modi Illva Group, was all smiles as he unveiled the 8ft Artic Vodka bottle. “Artic Vodka is very unique. Let the audio-visual explain that,” he said as he proceeded to show the presentation.

on and off the ramp: The emcee for the evening, Archana Vijaya, welcomed the guests and presented Nandita’s collection while tall, svelte and many well-known models walked the ramp in the collection which was dominated by shades of beige, black, blue and white. Said designer Abdul Halder, “I was always inspired by Nandita’s designs. In fact, I’ve grown up admiring her style.” Also present at the event was Nandita’s beau Dino Morea (he had to come, na. After all, Nandita was there) sporting the crisp-white-shirt-and-jeans combo.

Who said to whom? Indrani Dasgupta was seen hiding behind a few friends when we tried to click her off the ramp. Chill, lady, we understood you were not so comfortable! We also saw Poonam Sethi and Meenakshi Dutt chatting away throughout the evening, while Suneet Varma was busy talking to buddies Rohit Gandhi and Rahul Khanna. Rahul Dev, who was seen chit-chatting with Suhel Seth, made a blink-and-you-missed-it appearance at this do. As the fashion show came to an end, we saw all the guests munching, chatting, laughing... and the party went on.