

L'Oréal Paris & Tira Bring Paris Fashion Week to India

Published on 12 Sep 2025 | By IFI Correspondent



L'Oréal Paris has partnered with Tira to bring the glamour of Paris Fashion Week directly to India. **This initiative** aims to highlight emerging Indian fashion talent. **Furthermore**, it offers an exclusive opportunity for designers and models to gain international exposure.

'Runway to Paris' Initiative

The collaboration introduces the 'Runway to Paris' program in Mumbai. **Through this platform**, young Indian designers showcase their work inspired by Parisian trends. **Additionally**, aspiring models can participate in workshops led by global fashion experts. **As a result**, participants gain practical insights and mentorship for future international opportunities.

Empowering Emerging Talent

L'Oréal Paris emphasizes its commitment to nurturing young talent in India. **Moreover**, the partnership with Tira ensures a curated platform for artists, designers, and stylists. **Consequently**, participants not only showcase their creativity but also understand industry standards and expectations on a global stage.

The program includes masterclasses conducted by international stylists and makeup artists. **Specifically**, participants learn runway techniques, styling tips, and professional grooming skills. **This hands-on approach** ensures that Indian talent is industry-ready. **Furthermore**, it bridges the gap between local and international fashion standards.

Showcasing Creativity on a Global Stage

Ultimately, the initiative serves as a launchpad for Indian talent to connect with global fashion networks. **Through curated showcases**, participants gain visibility and recognition. **Additionally**, the event highlights the synergy between Indian design aesthetics and Parisian elegance.

L'Oréal Paris's Commitment to Fashion

L'Oréal Paris has a long history of supporting global fashion weeks. **With this collaboration**, the brand extends its mission to empower Indian creatives. **Moreover**, it reinforces L'Oréal's role as a mentor and facilitator for emerging talent worldwide.

By partnering with Tira, L'Oréal Paris brings an international fashion experience to India. **Overall**, 'Runway to Paris' combines mentorship, exposure, and creativity, offering young Indian talent a chance to shine globally.

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