

## **As a part of India Denim Day 2009 Campaign, Denim Give Away Drive to collect denim garments for a cause**

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New Delhi, 21st November 2009 – The denim give away drive, part of India Denim Day Campaign 2009 organised by the Denim Club India kick-started on a positive note with people turning up at The Brand Express showroom in New Delhi to donate old pairs of denim for people living with and affected by HIV and AIDS.

Apart from the people who knew about the campaign, customers visiting the showroom showed keen interest in participating in the campaign by donating for the cause and promised to return with their contribution.

As part of this drive, currently un-used Denims are being collected from one and all, and will subsequently be donated to People Living with HIV, through a few selected NGOs which are involved in providing support and care to People Living with, or affected by, HIV and AIDS.

The Denim Give Away Drive is gaining momentum with residents of Maple Heights, Gurgaon, Kashmir Apartments, New Delhi, and Delhi Public School, Mathura Road, New Delhi having joined hands and setting up drop off points.

Ebony Retail Holdings Ltd. - India's most well-known retail brand - has also extended support for the campaign and the give away drive. Residents of Faridabad, Chandigarh, Ludhiana, Jalandhar and Amritsar can donate denim garments at the Ebony Retail store in their city.

"I am glad to join hands with Denim Club India to further its noble cause of spreading awareness on HIV & AIDS prevention in India. I am sure the association with Ebony would help Denim Club India scale up its initiatives to reach out to a larger audience and thus would better the lives of the HIV & AIDS infected, in ways possible. I wish Denim Club India all the best!" said Mr. Abhijeet Mitra, CEO, Ebony Retail Holdings Ltd. expressing his view on Ebony's association with the campaign.

Mr. Prashant Gupta, CEO, Cognate India, who shall be hosting the India Denim Day 2009, welcomed the initiative and said "Unused denim garments at the moment serving no purpose at your home, can be donated and will prove to be a great help for someone in need."

Appealing to everyone to whole heartedly support this initiative, Mr. R. Dudeja, Founder, Denim Club India said, "As this year's campaign theme, 'Do Something and Make A Difference' urges one and all to be a part of the campaign, to extend your support you can set up a drop off point in your organization / neighbourhood for the Denim Give Away Drive. All that needs to be done is to make provision for a box in which people can drop the denim garments they wish to give away."

On behalf of the entire textile and apparel fraternity, Denim Club India has made a small beginning by way of initiating an HIV and AIDS awareness campaign in the year 2008 and constituting India Denim Day which shall be organized every year on 1 December to coincide with the World AIDS Day - with the objective of contributing the proverbial drop in the ocean.

### About Denim Club India

Denim Club India is an ambitious, one-of-its-kind, far-sighted initiative to make available a unified platform to all denim professionals in India - where they can meet, interact with each other, and share thoughts, ideas and achievements.

Denim Club India is a social and professional networking place for professionals involved in denim related activities - be it manufacturing, marketing, sourcing, trading, designing, conversion into made-ups, merchandising, retailing, etc.

The Denim Club India portal also serves as a Business Center for the buyers and sellers of denim fabrics and denim garments,

and as a Resource Center having loads of information relating to the denim industry.

Denim Club India offers Design Consultancy to the apparel manufacturers, and has a rich library of denim apparel designs.

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