



Liza Productions & Management



*We believe in planning with the mind
and executing with the heart because for
us it's not just about doing events but
creating an experience.*

Liza Varma

Founded in 1999 by **Liza Varma**, a former Femina Miss India and well known model.

The Company has over a decade grown into a successful Events Production and Management Organization with a strong team of motivated Professionals.

Today, She is a leading Fashion Choreographer with over 1000 shows to her credit in India and Abroad.

She is also:

- A Fashion Director and Member of Advisory Board in Chennai International Fashion week.
 - Event Consultant of Luxury Marketing Council.
 - Shoot Talent Management (TOI Initiatives)
 - Brand Consultant of (ADI-Kriti Tribal Tale in Gold Jewellery)
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- Wills Life Style **India Fashion Week** Spring Summer 09 between 23rd to 28th October 09 for designers Joy Mitra, Parvesh & Jai, Preeti S Kapoor, Jaya Rathore (with Urmila Matondkar as show stopper)Jyotee Khaitan, Ritesh Rydzyn, Rohit Mittal, Dhruv and Pallavi for Taurus Designs.
 - Showing for designer **Charu Parashar** at the Garden of Five Senses, Fio., October 09
 - **Grihalakshmi Annual event** at Ludhiana with fashion show.Sept 09
 - **Sept 09 Dealers Meet for Luxottica Eye wear** with 3 shows per day 16th/17th September.
 - **FDCI Van Heusen Men's Fashion Week** at Grand Hotel show for Luxottica Eyewear. Sept 09
 - **Nike Event** at Crowne Plaza Gurgaon for Dealers Meet...3 shows in a day.Sept 09
 - Showing by designer duo **Jai and Parvesh** of their preta porter collection **which was show cased at Paris.** August 09
 - Showing for **Bridal Asia** by designer **Reynu Tandon** at Hyatt Regency.August 09
 - Event at Hyatt Regency for **India Today Spice Nite Annual party with a Forest thematic decor , installations by designers Rohit Bal, JJ Valaya, Raghavendra Rathore, Tarun Tahilliani, Varun Bahl, Rohit Gandhi and Rahul Khanna, Rajesh Pratap Singh.**Live mannequins on Tarzan and Jane, animal climbers, tarot reader, parrot reader, live band and other live international acts. 31st July 09
 - Show for **Vivaha Event** with top models **Noyanika Chatterjkee, Sonalika Sahay, Krishna Somani, Amanpreet Wahi, Lakshmi Rana** and show stopper **Prachi Desai** at **Taj Palace Hotel** with designers, **Kapil & Monika, Manu & Mamta** for **Bellaregazza, Shree Nath Jewellers, and Livana.** 30th July 09
 - Show at Ludhiana for **Sportking Institute of Fashion Annual collection** 8th June 09
 - Show at **FBar** for the launch of **ADI KRITI a tribal theme gold Jeweler collection** supported by World Gold Council by top Delhi models 3rd June 09.

- Show for **FDCI** with 18 designers representing at the **ITPO** and **India CIS Chamber event at Kazakhstan Almaty hosted by the Indian Embassy** with Kazak Models and two Indian models from 19th to 23rd May 09
- Show at Bonsai for **designer Jai Parvesh** for their resort and beachwear collection 15th May 09
- Show at F Bar by **designer Prette Bahl** on 25th April 09.
- Show at Imperial Hotel a collection by **Geetanjali Jewellers** showcasing Shudhi by top models of Delhi and show stopper **Lara Dutt**
- Show at Fbar for **Abdul Halder** 18th April 09
- Show at FBar **Rahul and Gunjan** show 11th April 09
- Show at Leela Kempinski for designer **Lacoanet Hemant** Spa collection for **Asia Spa Awards Event 8th April 09.**
- Show at Club 18 Gurgaon with Fashion show by **Kazo** and International dancers performance April 7th 09.
- Wills Lifestyle India Fashion Week 2009, 14 designers at the Poolside March 18th to 22nd 09 at Eros Intercontinental.
- Show at Trident Hotel Gurgaon on 6th and 7th March 09 for Trident Annual party designer Deepika Govind and DJ Barkha for their corporate and travel and tours clients.
- Show for Oriflame Diamond Cellular launch at Aqua Park Hotel with a designer show by Ranna Gill, Satyapaul, Deepika Gehani and Shobhaa De and celebs walking the ramp like Ranna Gill herself , Divya Gurwara, Illoosh Ahluwalia, Shivani Wazir Pasrich and top models like Noyanika Chatterjee, Mehar Bhasin, Shonalika Sahay, Lakshmi Rana etc. Feb 09
- Show for Sonal Aggarwal on her cocktail party in her wedding ceremony with a fashion show for her collection and International dancers from Mumbai, jugglers, International bar tenders and tequila shot girls Feb 09
- Shows at F Bar Ashok Delhi every Wednesday with designers like Rohit Bal, Nikhil Shantanu, Charu Parashar, Shobha De, Deepika Gehani, Surily Goel etc Feb 09
- Show At Suraj Kund with designers Poonam Bhagat, Charu Parashar, Rahul & Gunjan and Ashima Singh with Mr Naresh Kapuria on Madhya Pradesh theme with the story of Hemwati. Feb 09

- Show at Dubai with 16 International designers from New York ,London, Amsterdam,Bahamas, Malaysia, Korea, Phillipines, UAE, Palestine etc.at the Burjuman Mall for Dubai Shopping Festival Creations 2009, showcased by models from round the world Jan 2009
- Show at Cuckoo Farm for VLCC and Khushi Event with kid models showcasing Debenham ensembles.Event at Frost Farm New Year Eve with International Dance Troupe Dec 08.
- Show for National Hair Dressers and Beauty association organized by Blossom Kocchar and Samantha Kochhar show casing Lida O Reilly at Noida Dec 08.
- A show by the store Carma at Malcha Marg by designer Varun Bahl by top models Shonalika Sahay, Lakshmi Rana, Krishna Somani, Noyanika Chaterji etc November 08.
- Annual Silmo launch at Mumbai with same brands like Bvlgari, Prada, D&G,Versace, Rayban by Luxottica Eyewear India at Dragon Fly Mumbai by models Like Jimmy Shergill, Shweta Salve, Prashant Raj, Sudhanshu Pandey and top models like Shawar Ali, Inder Bajwa, Candice Pinto, Anchal Kumar, Shonal Rawat October 2008.
- Annual Silmo Launch of Luxottica at Delhi F Bar Ashoke Hotel with Bvlgari, Prada, Versace, Rayban, D&G, with celebs like Rohit Bal, Duvya Gurware, Samantha Kochar, Shikhar Dewan etc and top models show casing the glares October 2008.
- Jaipur by Nite organized by CII at the City Palace Palace with live music and folk dance by Rajasthan Roots for the Maharaja with Rajasthan Tourism August 08 with all celebrity models like Indrani Dasgupta, Shonalika Sahay, Sapna Kumar, Krishna Somani, Tina Chatwal,Amanpreet Wahi etc .
- Launch of Bwitch by Genesis Colors lingerie wear at Tabula Rasa with only International models in July 08.
- Dubai fashion Fiesta at Dubai World Trade Centre with a four day fashion weekend amd 12 fashion shows with designers Ritu Kumar, Monapali, Deeya Nanda(Dubai/London), Furne One(Milan) Amato,Jessica Joyce (Amsterdam) Larisa Katz(Holland), Preeti Chandra,Falguni and Shane,Datin Noor (Malaysia) and models from round the world July 08.
- Event at Mumbai at Shiro launch Killer Loop for Luxottica with DJ Pearl/Nikhil Chinappa, Brand Ambassador Kunal Kapur and VJ Mia and a fashion show by models Gauhar Khan, Indersudan, Pravin Sirohi, Miss India Earth Tanvi Vyas and Priyanka Shah july 08.
- Event at Kanpur for Kotharis,Sonali Rathod and Rup Kumar Rathod performance with their troupe.Morroccan theme party. June 2008.
- Show at Jordan June 14th 2008 for SPORTKING INSTITUTE OF FASHION TECHNOLOGY at Ludhiana, Sutlej Club...showcasing the Debut annual collection by students.

- Show at Colombo with designers Shobhaa De, Satyapaul, Rana Gill for the Rotary Club of Sri Lanka and Sri Lanka Tourism on 1st June 2008 at the Galadari Hotel with Times Internet and Shoot Talent Management with all Miss India contestants from 2005/08 and Pantaloon Femina Miss India Universe Parvathy Omnakuttan And Tanvi Vyas Pantaloon Femina Miss India Earth 2008.
- Fashion weekend with 6 fashion shows for 3 consecutive days at Dhaka Sheraton for the Bangladesh Design Council in association with Dia Asiana launch - Bangladesh edition with models like The Pantaloons Femina Miss India 2008 Parvathy Omnakuttam, Viveka Babajee, Dannielle Kerkoven Miss Sri Lanka 2008, Esha Gupta Miss India Body Beautiful 2007, and other well know models, designers Ritu Kumar was presented the Lifetime Achievement Award in the field of design by Bangladesh Government ,who showcased her collection along with celebrated designers Ashima and Leena Singh, Anju Modi and other designers like Satyapaul, Sonam Dubbal, Shobha De, Deepika Gehani etc. Closing dinner hosted by the Indian Ambassador - May 2008
- **Fashion Show** at Shangrila Hotel show casing Vikram Phadnis, Nikhil Shantanu, Rohit Khanna and Rahul Gandhi, Divya Burman, Charu Parashar collection, GROOMING enterpreneurs to walk the ramp and choreographing the show April/May 2008.
- **Engagement Ceremony** at Crown Plaza Delhi for Agarwal Group of Industries with a performance by celebrity singer Shibani Kashyap, Bollywood dance performance by Zenith Dance Troupe and Item Dance performer Sonam and DJ Sunny Sarid April 2008.
- **Fashion Show** At Fbar Gurgaon showcasing Satyapaul, Shobha De, Deepika Gehani collection for the after party celebration of Netlink Golf Tournament March 2008.
- **Fashion Show** by POLO/RALPH LAUREN/BURBERRY Eyewear collection show cased at the Jai Mahal Palace, Jaipur along with an Elephant polo match for the invitees presented by The Luxottica Group March 2008.
- **Event at Jordan** with a Fashion Show by Jordanian models and costumes styled by celebrated Bollywood designer Subarna Rai who styled costumes for Parineeta winning all the design awards that year including IFA at Dubai, performance by celebrity singer Vasundhara Das and a concert by Magik Touch – a group of talented singers from India with blind and semi blind performers. The Queen of Jordan attended the event along with 16 Ambassadors including the Indian Ambassador and all the ministers of the country. The first ever Indian Event in Jordan March 2008 presented by Group 4 and Indo British Garments for the Annual Conference and World Meet.
- **Arabic theme party** with oriental dancer and DJ, Feb 2008
- **Auto Expo Jan 2008** product launch for **Hero Honda**. Eight day event with a fashion show four time per day.
- **New years eve party 2007 - 2008** at Frost Farms with celebrities, DJ, decor, multi cuisine dinner.

- Show at Uppal Orchid Delhi with **Shaiamak Davar troupe** and **Priyanka Chopra** performance and models Nov 2007.
- Show at Jaipur For Arch Academy with **Rajasthan Roots** live band for their Annual graduating show with top models Amer Palace Jaipur November 2007.
- Launch of store **Luxuria** at Ahmedabad with designer labels **Abraham & Thakore, Asis Soni** etc. October 2007 with celebrity models from Mumbai.
- Launch of **Luxottica Group** with designer brands like **Prada, Dolce Gabanna, Bvlgari, Versace, Vogue** etc at Mumbai, Delhi, Banglor and Kolkota Oct 2007.
- **Ghanasingh Jewellers** showroom launch with **Urmila Matondkar** as brand ambassador and other well known models September 2007.
- Show for **Canola Oil** Launch with **Deepika Gehani** fashion show at Taj Chandigarh for Dalmia Continental September 2007.
- Show for **Kazo** at Vasant Vihar store with top models.
- Show at Mumbai Taj Mahal Hotel to launch new range **HP printers** June 2007.
- Show for **Parasvnath Builders** at Le Meridian May 2007.
- Launch of **Airchord Services** for mobiles April 2007.
- Show at Maurya Sheraton , Nandiya Gardens for **Air Sahara** March 2007.
- Holi Bonanza theme party at Chhatarpur farms for **Rotomac** March 2007.
- Show at Grand Hotel Delhi for the launch **Whirpool Kitchenware** February 2007.
- Show at Delhi Civil lines for BL International, **Designer Sonal Aggarwal** February 2007.
- Show at Taj, Lucknow for **Brides of India** January 2007.
- Show at Moshraabiya, Ashoka Hotel for the launch of **Designer Charu Parashar**. December 2006.
- Show for **Satyapaul** in association with **WWF** at Taj Mansingh, December 2006
- **Navy Nite** event at INS VARUNA, with a ballet performance and fashion show, performance stand up comedian **Ash Chandler**.December 2006

- **Coast Guard Event** with a fusion of salsa dance and fashion show by **Designer Hemant Lalwani** and **Nandita Raipurani**, performance by **Sanober Kabir**, Dimple etc. November 2006.

- Launch of **Turkish Designer SARAR** in India with India's top models like Muzzammil, Jas Arora, Inder Sudan, Nethra Raghuraman, Krishna Somani, Amanpreet Wahi October 2006 etc.

- **Fashionex 2006** a weekend fashion event cum exhibition showcasing 15 up coming designers for three days at Eros intercontinental, October 2006

- Show at Grand Hotel, Jewellery show with 25 Jeweller designers including **P.C. Jewellers, Tribhubandas. Enchante, Mehrasons** etc. September 2006

- Show for **Citrine** with 6 upcoming designers at J.P. Greens, Noida August 2006

- Show for **Satyapaul** at Maury Sheraton at Delhi August 2006

- Show at Capitol, Ashoka Hotel for the launch of **Magical Moments** July 2006

- Show to launch **Fujitsu Laptops** in India June 2006.

- Show for **Provogue** at Elevate for Maxinm launch party with **Ujjwala Raut** and other top models May 2006.

- Show for **Rayban** eye wear 2006 collection at Shangrila Hote April 2006.

- Show for the launch of store **KANAK** at DT Mega Mall March 2006.

- Show with designer **Sabyasachi** at **Karma** with top models

- Show for **Sudy by Janak** at Ludhiana with Jas Arora, Anubhab Deswal, Aryan etc Feb 2006.

- **Muscat Festival** at Azaiba for 10 days with designers **Hemant Lalwni** and **Nandita Raipurani** January 2006.

- **New Year Party** at Chhattarpur farms Dec 2005 with **Bollywood theme fashion show**.
- Show at Taj Palace with designer **Hemant Lalwani** and **Nandita Raipurani** for **Sun Foundations** with fashion show, classical dance performance. Dec 2005.
- Show for **Khushi event** at Raddisson Delhi with **Signet Jewellery** with celebrities like **Amisha Patel, Shilpa Shetty** etc Dec 2005 .
- Debut Show for designer **Nakul Sen at OPERA** in India Dec 2005.
- CLSA Show at Trident with Showtime Events with designer Shabnam Paul November 2005.
- Show at **DT Mega Mall** for the opening of store Shari October 2005.
- Show for **Kurlon 10 city tour Delhi, Chandigarh, Agra,, Ahmedabad, Mumbai, Pune , Bangalore, Hyderabad, Chennai, Kolkata** July- August- September 2005.
- Show for **Designer Rumah at Laid back waters.**, Qutub Hotel Delhi July 2006.
- Show for **Lee Cooper** for their dealers meet July 2005
- Show at Purva Snskriti Kendra with **Designer Monapali, Shaina N.C.and Anjana Bhargav** June 2005.
- **May Queen beauty Pageant Meerut.**
- Show for **Marks and Spencer** at Delhi May 2005.
- Show at **Agra for OTM JEWELLERS** May 2005
- Showing for **Khadi Gramodyog Bhawan** at their store April 2005.
- Show for **International Polytechnic for Women Kaleidoscope 2005** at Ashoka Hotel.
- Show for **Rayban eye wear** Annual Mega Fashion Show at Park Hotel Delhi .
- Pre wedding event at Kanpur for **Pan Parag** brand family with a **Mujra theme party** March 2005.
- Show for **Colgate** at Agra, press conference with a showing by models at Mughal Sheraton.
- Show for **Haier Mobiles 6 city** tour Delhi, **Mumbai, Bangalore, Chennai, Kolkata, Hyderabad** January and February two shows in each city .

- **Wedding event at Jullundhar at KONIKA FARMS** with décor ambience, catering and performance by singers and dancers.
- **Show at Dubai, Jumeira Beach Hotel** for the launch of **Dubai Chapter of W.P.O.** hosted by **Mr Raj Babbar, Mr Bishen Singh Bedi** with a cultural event of a fusion of fashion show by designer Rosy Suri and traditional Bhangra performance.
- 28 Theme based Fashion show for **TATA MOTORS Shows** at Pragati Maidan for the **Auto Expo 2004** for 8 days.
- Show for **Khanna Jewellers.**
- Show for **Le Pashmina Shawls** with designer **Rosy Suri at Uppal's Orchid, New Delhi.**
- Show at Navy Nite with Vijay **Lakshmi Dogra** for the Navy Ball.
- Show for **Nifd at Taj Palace.**
- Launch Event for designer **Anshu Modi** of Kolkata on the opening of her studio at Delhi March 2003.
- Show at **Coast Guard Ball 2003** with **West Side Collection.**
- Show at Park Royal with designer **Ashima and Leena Singh.**
- Show at Grand Intercontinental with designer **Mona Pali.**
- Show at Hotel Intercontinental designer **Preeti Behl** with a fusion art collection of **Naresh Kapuria**
- Show at **Tashkent** with **Indo C.I.S. Chambers** with designers **Satya Paul and Poonam Bhagat.**
- Fashion Event and cultural programme for **World Sugar Research Organization** for their foreign delegates visiting India at the Taj Palace Hotel , Durbar Hall March 2003
- Show and Event May Queen 2004 at D.S.O.I Club., with a beauty pageant event.Grooming contestants, Preliminary contest, sub contest, and final contest with M.C. Aman Verma, Singer Manasi Scott, Zenith dance troupe. Eminent Judges like M.A.K Pataudi, Atul Wasan, Col. Kapur. and winner Nikita Anand & Sonali Nagrani are prominent artiste now.
- Show at **Hotel Nikko** for a fusion theme show to welcome the G.M. of the hotel with designer **Poonam Bhagat** Feb 2003.
- Show at Jaipur for J.D. Institute of fashion Jan 2003.
- Seminar with an entertainment musical performance at Taj Palace, Delhi for **BIRLA 3 M** in August 2002.
- **Debut Show for Sidhartha Tytler's** collection at **Hyatt Regency** , Delhi August 2002.
- **KHADI TYOHAR** At Ashoka Convention Hall on 14th June 2002 for **Sarvoday Asram Etah** with a fashion show and product launch of herbal products. The chief guest of the show

was honourable **Vice President Mr Krishnakant** and the show was attended and presided by **V.V.I.P. 's like former Prime Minister Mr Narasimha Rao and Mr I. K Gujral and Mr Sunil Shastri , Amar Singh.**

- **MAY QUEEN 2002 , at D.S.O.I. Club** Dhaula Kuan with the theme called **MIDSUMMER NIGHT'S DREAM** with **Xenon Show** , dance troupe show, Vandana Vadehra pop star performance, glamorous designer fashion show with celebrity models and mtv Vj **Nikhil Chinappa** hosted the show, it was a 10 days event grooming and training the contestants from prelims, sub contests to final contest by specialized trainers in beauty, physical fitness and diet training and I.Q. consultancy, catwalk training etc.
- **Kaleidoscope 2002 at Samrat hotel** annual fashion presentation for **International Polytechnic for Women** March 2002
- **Overdrive Awards 2002** event at Taj Palace with Fashion show with dance troupe performance and **Awards function with CII** – Jan 2002 Seminar with audio visual labtop presentation and an entertainment theme dance show at
- Marriott Hotel Delhi for **CNT A Srti Lanka based internet security system** company in March 2002.
- **48 Technical Shows for HONDA Motorcycles & Scooters India** at the **AUTO EXPO 2002** for eight days
- Promotional Launch Show for **Vista Levelor showroom** opening-Oct 2001
- Seminar and conference for **SIT Meet** with a cultural programme for entertainment with a theme of festivals of India and a theme fashion show with designer Preeti Behl at Taj Mahal Hotel-July 2001
- Show for **Shemrock School** and **Tata Info Media** with outfits from City Look-June 2001
- Product Launch Show for Sun **Cobalt Micro System** lauch at Hilton Hotel with SERCON EVENTS-May 2001
- Show for **International Polytechnic for Women** for their annual collection Kaleidoscope 2001 with a live band performance
- **28 shows** at Photo Asia for **Tata Info Media Ltd** and **JD Institute**-Mar 2001
- **Sunidhi Chauhan** and **Babool Supriyo** Nite at the Siri fort auditorium -Feb 2001
- Fashion Show for **Sony India** for their launch of **CD MAN** and other new gadgets at Raddison Hotel-Nov 2000
- **WISITEX 2000 Event** with a fashion show at Taj Palace Hotel for designer **Jatin Kochar** for his Fall Winter Collection

- Fashion show for **Benetton Fall Winter** collection at Park Hotel-Sept 2000
- **Fashion show for Reebok** for their **Rockport** range of apparels at Float Park Royal Hotel-Jun 2000
- Dance troupe show/ magic show and **Ghazal evening** for distributors meet of **Amway International** show at Park Hotel-Apr 2000
- **Ruby Anniversary Event** for the magazine **Delhi Diary** with a fashion show for designer Sonia Kumar/ with an Ikebana flower arrangement show on stage at The **Ambassador Hotel**-Mar 2000
- **Fashion Show/ International dance troupe** show at **Delhi Gymkhana Club Millennium Rhapsody** , the one and only fashion show held in this prestigious club – Dec 1999
- Theme party with a **Fashion Show** at Bristol Hotel – Sept 1999
- **Millennium party** with **Space Age theme** at a private party at Delhi in a farm house 1999
- **Millennium Event** at Taj Mahal **Mumbai** at their Ballroom
- **Fashion Show/ International dance troupe** show at **Toshali Resorts Orissa** - August 1999
- Fashion Show at **New York** and **New Jersey** for **Leather and Silk apparels** at **Holiday Inn Manhattan** June – July 1999.

MOST OF THE ABOVE SHOWS HAVE BEEN WRITTEN ABOUT BY LEADING DAILIES MAGAZINES AND TELECASTED BY LEADING CHANNELS.