

For immediate release

Hindus upset at fashion designer's remark about Kamasutra

Hindus are upset at India's famous fashion designer Suneet Varma for reportedly calling Kamasutra the most celebrated Hindu text in the world.

With reference to his "Kamasutra" collection fashion display on July 23 at "Synergy One Delhi Couture Week 2011" organized by Fashion Design Council of India (FDCI), Varma was quoted as describing Kamasutra the most celebrated Hindu text in the world.

Hindu statesman Rajan Zed, in a release in Nevada (USA) today, said that with this statement, Varma appeared to be bypassing the highly revered and powerful Hinduism texts of Vedas, Upanishads, Mahabharata (including Bhagavad-Gita), Ramayana, etc.

Zed, who is President of Universal Society of Hinduism, asked Varma to publicly apologize about this issue.

Rajan Zed further said that fashion designer appeared to be making a misleading and inappropriate statement about Hinduism for his commercial agenda which was not okay as it hurt the devotees. In view of his Indian heritage, Varma should have known better about the Hindu texts.

Hinduism was the oldest and third largest religion of the world with about one billion adherents and a rich philosophical thought and it should not be taken lightly. Concepts, texts and symbols of any faith, larger or smaller, should not be mishandled, Zed stressed.

Recently, a model displayed an image of Goddess Lakshmi on swimwear at a fashion event held in Sydney (Australia), which caused worldwide protests. Swimwear company Lisa Blue Swimwear immediately apologized, halting all its related production, and promising that the protested swimwear would never be available for sale. Internationally acclaimed "Manish Arora" fashion label of India removed the leggings, harem-pants and skirts depicting the image of Lord Shiva in Nataraja form from its website in the recent past, which protesting Hindus had termed repugnant.

Kamasutra, a Sanskrit text attributed to Vatsayana, is a well-known Kamasutra text, which concerns art, technique and science of kama.

Varma, whose Suneet Varma Design Pvt. Ltd. is headquartered in NOIDA (Uttar Pradesh, India), claims to be one of the “foremost couture designer’s of India...that immortalizes glamour and glitz”. He has designed clothes for royalty, filmstars, etc., and is reportedly associated with Swarovski, BMW, Moet and Hennessey, Judith Leiber and Hewlett Packard and has done solo shows in London, Paris, New York, Hong Kong, Davos, Dubai, Bangkok, and Jakarta. He has created world’s longest 55 meters embroidered sari in 26,400 hours.

Nonprofit FDCI claims to be the apex fashion council of India with over 350 members “committed towards taking Indian fashion global”. Sunil Sethi and Anurag Verma are President and General Manager respectively, while Suneet Varma is on its Board of Governors. “Synergy One Delhi Couture Week 2011” claims to be “a unique platform to showcase the best in Indian couture designs” and displayed “the works of 12 most prestigious designers of India”.