

Bata celebrates its 120 years of Shoemaking at the Embassy of Czech Republic with Mr. Thomas George Bata

It's not every day that you get the country's high profile people all gathered under one roof at the same time for the same cause. And when this gathering comes together to celebrate the anniversary of the Legendary Brand Bata's 120 years of shoemaking, it makes it even more special.

Hosted on the 16th December'14, was a fabulous cocktail party complete with a fashion show held at the Republic of Czech Embassy. Mr. Thomas G. Bata, Chairman of the Bata Shoe Organization along with the Ambassador of Czech Republic H.E. Miloslav Stasek co hosted the evening. The event was attended by the key team members from BATA including the Board members of the organization.

To celebrate the momentous occasion, a high-octane fashion walk showcasing Bata's latest collection was presented, with Mr. Thomas G. Bata from the Chairman to Show Stopper walked the ramp, sporting Bata's exclusively designed brogues. The innovatively choreographed fashion walk was executed on the live band to set the tone for the evening. The models wore exquisite attires complimenting the shoes and walked within the crowd showcasing the fashionable and chic range from the Autumn Winter Collection. The evening was carried forward post the fashion show with the live band's performance who sang beautifully setting the mood for the evening.

The evening also announced the One Shoe, to mark the centennial anniversary of his father, Mr. Thomas J. Bata. The shoe was also gifted to the Ambassador of Czech Republic H.E. Miloslav Stasek post the official launch of the shoe. Being a brand originated in Zlin, Czech Republic it was a moment of pride for the entire organization to celebrate its 120 years of shoemaking at the Embassy of Czech Republic.

The glamorous evening held at the Czech Republic Embassy lawns, saw the who's who of the Diplomatic community of Delhi in attendance, with Ambassadors from China, Japan and Sweden to name a few, putting in an appearance apart from politicians and Media.

The gala evening saw tremendous enthusiasm during the event and helped in making the celebration of **120 years of shoemaking** and the launch of "**The One**", a memorable experience for all.

Quote, Mr. Rajeev Gopalakrishnan, Group Managing Director, Bata Emerging Markets South Asia, said "It gave the Bata India Team an immense pleasure and pride to celebrate the 120 years of Shoemaking with Mr. Thomas George Bata himself. The attendance at the event executed at the embassy was a clear example of love that the brand holds in hearts of Indians. The evening also saw Mr. Thomas George Bata putting his best foot forward as the show stopper of the high octane fashion show."