



ESPARTO EVENTS

A GLOBAL EVENT MANAGEMENT COMPANY SINCE 2018

India | Qatar | Dubai



Personal & Visionary

Renowned Fashion & Theater Producer, Fashion Filmmaker, Event Director, and Brand Consultant with nearly 10 years of experience. Founder of Indian Designer League, International Designer League, Kerala Fashion Runway, Esparto Events, and Asia Fame Awards.

He has successfully organized 50+ major fashion and corporate events across India, Qatar, and Dubai, creating platforms for global designers and businesses. His expertise extends beyond fashion into event management, brand consulting, and strategic marketing, helping brands elevate their presence and influence.

Recognized with prestigious awards, including the State Gem Award (2022) and Best Theater Producer Award (2022), he continues to redefine the industry with visionary productions, innovative concepts, and business-driven strategies.

His dedication to empowering emerging talent, curating world-class experiences, and shaping the future of fashion and business has made him a sought-after leader in the industry.

"Hard work, passion, and creativity drive success."

Zulfikar Ali

CEO & Managing Director





About Us

At Esparto Events, we believe in blending creativity with precision to deliver flawless execution. From fashion events, corporate gatherings, and product launches to award shows, celebrity endorsements, and ad film productions, our team ensures every detail is meticulously planned and executed with excellence. Every event we create isn't just an experience — it's a story crafted with passion, innovation, and style.

Established in 2018, Esparto Events is a global event management company that transforms ordinary moments into extraordinary memories. With a strong presence across India, Qatar, and Dubai, we have built a reputation for curating unforgettable experiences that leave lasting impressions. Our expertise spans across diverse industries, offering bespoke, end-to-end event solutions — from conceptualization to execution. Whether it's a high-profile fashion showcase, a corporate conference, or an extravagant wedding celebration, we bring visions to life with creativity, professionalism, and unmatched attention to detail.

At Esparto, we don't just manage events — we create experiences that inspire, engage, and leave a lasting impact. With creativity, precision, and a client-first approach, we turn every vision into an unforgettable reality.

Our Brands

INTERNATIONAL DESIGNER LEAGUE

International Designer League Hosts
World-Class Fashion Shows Globally,
Showcasing Elite Designers.

INDIAN DESIGNER LEAGUE

Indian Designer League Showcases
Top Fashion Talent Across India
Through Exclusive Runway Events.



Asia Fame Awards Honors Excellence
Across Industries, Celebrating
Outstanding Talent And
Achievements.



Kerala Fashion Runway Showcases
Emerging And Established
Designers, Bringing Exquisite Fashion
Trends To The Forefront.

These Brands Are Conceptualized And Organized By



Our Mission

At Esparto Events, we bring creativity, precision, and innovation to event management, delivering unforgettable experiences. Our team ensures flawless execution, whether for fashion, corporate, or wedding events. We strive to exceed expectations, crafting moments that inspire and connect. Through strategic planning, cutting-edge solutions, and a client-centric approach, we transform visions into reality. Esparto Events is committed to excellence, redefining industry standards with passion, dedication, and expertise. Let's create something extraordinary together.

EXCELLENCE IN EXECUTION

Flawless event planning ensuring perfection in every detail and seamless execution.

CREATIVITY & INNOVATION

Innovative ideas and unique experiences that transform events into memorable moments.

CLIENT-CENTRIC APPROACH

Understanding client needs and delivering customized solutions with exceptional service.

GLOBAL IMPACT & GROWTH

Expanding our reach, redefining industry standards, and creating a lasting impact.

SERVICES

We Offer A Wide Range Of Event Management Services, Including Fashion Shows, Corporate Events, Product Launches, Award Ceremonies, Celebrity Endorsements, And Ad Film Productions. With Expertise Across India, Qatar, And Dubai, We Deliver Seamless, High-Quality Experiences Tailored To Your Vision.

Fashion Events

Runway experiences showcasing trends with stunning designs and creative presentations.

Product Launch

Innovative launches creating excitement, visibility, and strong market presence.

Ad Film Making

Creative storytelling producing compelling visuals that captivate and inspire audiences.

Corporate Events

Seamless business gatherings ensuring professional engagement and impactful networking.

Award Shows

Grand celebrations honoring excellence with glamour, prestige, and seamless execution.

Portfolio Shoots

Professional shoots enhancing personal branding with high-quality imagery and style.

Wedding Events

Dream weddings crafted with elegance, precision, and unforgettable celebrations.

Celebrity Endorsements

Boosting brand influence with strategic partnerships and high-profile personalities.

Custom Web & Software

Tailored digital solutions optimizing business efficiency and brand identity online.

Exhibitions

Showcasing brands and ideas through immersive, interactive, and engaging displays.

Fashion Brand Consultant

Helping fashion brands establish a strong identity through strategic branding, market positioning, visual storytelling, and trend-driven insights.

Conferences

Seamlessly organized professional gatherings that foster networking, knowledge sharing, and impactful discussions.

Celebrity Endorsement

Celebrity endorsement is a powerful marketing tool that enhances brand visibility, credibility, and consumer engagement. Our company provides renowned personalities, including cricket players, film stars, and influencers, for events such as inaugurations, product launches, and branding campaigns. A celebrity's presence adds prestige, attracts media attention, and creates a strong emotional connection with your audience, ensuring maximum impact.

Power of Celebrity Endorsement

- **Boosts Brand Credibility** – Consumers trust brands associated with famous personalities.
- **Increases Brand Awareness** – Celebrities attract attention and make brands more recognizable.
- **Drives Consumer Engagement** – Fans connect emotionally with brands endorsed by their idols.
- **Enhances Marketing Impact** – Celebrity presence adds prestige and media coverage.
- **Influences Buying Decisions** – People are more likely to buy products promoted by familiar faces.
- **Expands Social Media Reach** – Influencers and celebrities amplify brand visibility online.
- **Gives Competitive Advantage** – Stand out in a crowded market with high-impact endorsements.



Brand Photoshoot

Make Your Brand Visible

A Powerful Brand Needs Powerful Visuals! Our Brand Photoshoot Services Go Beyond Just Taking Pictures – We Create Compelling Visual Stories That Elevate Your Brand Presence. Whether It's Product Photography, Lifestyle Shoots, Corporate Branding, Or Digital Marketing Content, We Ensure Your Brand Stands Out With High-Quality, Engaging Imagery. From Fashion Editorials To E-Commerce Visuals, We Bring Creativity And Strategy Together To Capture The Essence Of Your Brand.

Key Services

Product Photography – High-Quality Visuals To Showcase Products In Their Best Light.

Brand Visibility – Enhancing Brand Identity Through Professional Imagery.

Lifestyle Shoots – Capturing Products In Real-Life Scenarios For Better Engagement.

Corporate & Personal Branding – Professional Headshots And Team Photography.

Advertising & Marketing Shoots – High-Impact Visuals For Promotions And Ads.

Fashion & Editorial Photography – Styled Shoots For Magazines, Designers, And Influencers.

A Photoshoot Is Essential For Building A Strong Brand Identity And Making A Lasting Impression. High-Quality Images Enhance Product Appeal, Boost Brand Visibility, And Create A Professional Look Across Marketing Platforms. Whether For E-Commerce, Social Media, Or Advertising, Compelling Visuals Help Attract Customers, Build Trust, And Set Your Brand Apart From The Competition.



Ad Film Making

Bring Your Vision To Life On Screen

At Esparto Events, We Don't Just Create Ads — We Craft Compelling Visual Narratives That Connect, Captivate, And Convert. Our Ad Film Making Services Blend Storytelling With Strategy, Ensuring Your Brand Message Hits The Mark Across Every Platform. Whether It's A High-Energy Commercial, A Conceptual Brand Film, Or A Creatively Driven Narrative Ad, We Bring Your Brand To Life With Cinematic Precision.

From Script To Screen, We Handle Every Detail To Make Your Vision A Visual Reality.

Key Services

Creative Ad Films – Original Storytelling With A Cinematic Approach, Tailored To Emotionally Connect With Your Audience.

Commercial Advertisements – High-Impact, Product/Service-Driven Ads Designed For Broadcast, Digital Platforms, And Social Media.

Concept-Based Films – Unique, Idea-Led Films That Elevate Brand Perception And Deliver A Lasting Impression.

Brand & Product Films – Visually Engaging Pieces That Highlight Your Brand Values, Offerings, And Identity.

Scriptwriting & Storyboarding – Professional Script Development And Visual Planning To Streamline Production And Enhance Creative Clarity.

Casting & Direction – Access To Professional Talent And Experienced Directors To Ensure A Polished Performance And Production.

Full Production Services – End-To-End Production Management Including Cinematography, Editing, Voiceovers, VFX, And Sound Design.

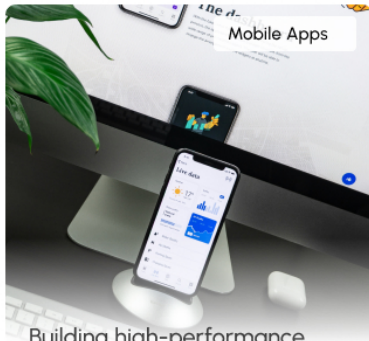


Custom Web And Software

Where Tech Meets Creativity.

We Develop Innovative Websites And Mobile Apps Designed To Elevate Your Business. Our Solutions Enhance Customer Engagement, Streamline Operations, And Drive Growth With Cutting-Edge Technology And User-Friendly Designs.

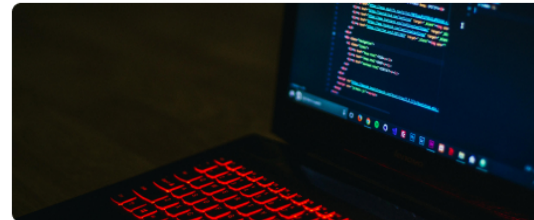
Brand Visibility – Strengthen Your Online Presence With Impactful Digital Solutions.
SEO Optimization – Improve Search Rankings And Attract More Customers.
Cross-Platform Compatibility – Seamless Performance On All Devices.
Fast & Secure – High-Speed, Secure, And Scalable Technology.
User-Centric Design – Intuitive Interfaces For A Smooth User Experience.



Building high-performance mobile apps to streamline business and enhance engagement.



Creating responsive and dynamic websites to elevate brands and drive growth.



Glimpse Of **International Events**

UAE National Day Award & World Malayee Queen
Crowne Plaza, Dubai - 2022

**International Designer League &
Asia Fame Awards - Season 1**
Dubai - 2022

**International Designer League &
Asia Fame Awards - Season 2**
Shangri-La, Dubai - 2023

**International Designer League &
Asia Fame Awards - Season 3**
Radisson RED, Dubai - 2024



Past Events

Mathrubhumi The Indian Luxury Expo Designer Show
Cochin, India - 2018

The Indian Luxury Expo
Coimbatore, India - 2018

JD Annual Design Awards Show
Cochin, India - 2018

24th Amma General Body Meeting
Crowne Plaza, Kochi, India - 2018

Kerala Fashion Runway - Season 1
Crowne Plaza Kochi, India - 2018

Max Store Launch
Cochin, India - 2019

Indian Designer League - Season 1
Holiday Inn Cochin, India - 2019

Kerala Fashion Runway - Season 2
Kerala, India - 2019

Esparto Fashion Awards - Season 1
Holiday Inn Cochin, India - 2019

Indian Designer League - Season 2
Chancery Pavilion Bangalore, India - 2019

Max Onam Collection Launch
Nucleus Mall Kochi, India - 2019

25th Amma General Body Meeting
Grand Hyatt Kochi, India - 2019

Kerala Designer League - Season 1
Le Maritime Kochi, India - 2019

Indian Designer League - Season 3
Bangalore, India - 2021

Max Store Launch
Valanchery, India - 2021

International Designer League & Asia Fame Awards - Season 1
Dubai - 2022

Indian Designer League - Season 4
Kerala, India - 2022

UAE National Day Award & World Malayee Queen
Crowne Plaza, Dubai - 2022

International Designer League & Asia Fame Awards - Season 2
Shangri-La Dubai - 2023

Kerala Fashion Runway - Season 3
Kerala, India - 2023

Indian Designer League - Season 5
Bangalore, India - 2023

Indian Designer League - Season 6
Mumbai, India - 2023

Kerala Fashion Runway - Season 4
Kerala, India - 2024

International Designer League & Asia Fame Awards - Season 3
Radisson RED, Dubai - 2024

Our Past Events Showcase Our Expertise In Delivering World-Class Experiences. From High-Profile Fashion Shows And Corporate Gatherings To Award Ceremonies And Product Launches, We Have Successfully Executed Memorable Events Across India, Qatar, And Dubai.

Media Coverage

TRANSFORMING THE FASHION SENSE OF KOCHIITES

Express Features

It always aspired to transform the 'Queen of the Arabian Sea' into a fashion hub. Zulf Ali, a fashion event organiser based in Kochi, was able to create a runway just for Kochi - the Kerala Fashion Runway - bringing together 20 pan-Indian fashion designers and roping in 30 celebrities from across the country.

Zulf Ali is the chairman of Esparto Events. What started out as an event management company five years ago now focuses on fashion events, especially in Kochi.

"Two years ago, people used to describe Kochi as 'less happening' compared to other metros in the country," says Zulf. "But things have changed here. Earlier people had to watch out for the trends happening in other fashion hubs in the country. Now, we have identified the potential of turning Kochi itself into a fashion hub."

Zulf Ali believes that Kochi can be brought to an international level fashion platform. "As a dealbreaker towards this, fashion events are being organised here every six months. This would give local fashion designers and models an opportunity to shine," he says.

According to him, people in Kochi prefer customised fashion events over others. "In Kochi, there is a lot of followers for bridal shows. It is one of my favourites as well."

Esparto Events specialise in 'concept events'. Though the company does all sorts of events, Zulf Ali has always been passionate about fashion events. "Since school, I have always wanted to do my own concept events. I used to watch a lot of shows and began learning about trends," he says.

The banker-turned event organiser will be seen putting together a fashion event in Dubai in 2019. In November, Zulf Ali is set to set Delhi on fire with India Style Fest, which will be a pan-Indian fashion event.

Now, we have identified the potential of turning Kochi into a fashion hub. We no longer need to watch out for trends in other places

-Zulf Ali, fashion event

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NO PANDEMIC CAN STOP fashion!

Zulf Ali - Founder - Indian Designer League, CEO Esparto Events & a Fashion Producer. Fashion Digitization and Indian Designer League Season 3.

Zulf initiated the concept of a 'Virtual Runway', where even ramp can be digitized. Virtual fashion shows have been a major source of survival for the fashion industry during this pandemic. "The biggest challenges are revenue generation for the designers and the lack of personalization and feel for the people who attend," he believes as he continues to be involved with the groundwork. "The designers are excited, Virtual Runway will help provide them with a platform till things get back to normal," he says. His next show is around the corner as he launches Indian Designer League Season 3.

ago. Born and raised in Bahrain, he moved to India to pursue his education. His initial years in fashion began with corporate events. Despite the struggles and challenges faced, he gained recognition by planning events and shows based on concepts.

Conceptualization of shows is an emerging phenomenon. He says, "Concept selling is a big challenge. We have to do most of the explaining with some videos to get sponsors on board."

Fashion for Body positive Communities

According to Zulf, representation of the Plus size and LGBTQIA Communities in fashion has been revolutionary since the last few years. He says, "I have always believed in the representation in the industry. I've worked with several designers, from all over the world. I hold audiences regularly in Mumbai, Kochi and Bangalore to launch new models of all shapes and sizes."

Plus size and the LGBTQIA community get minimal opportunities in the fashion industry. With Body positivity movements, the mindset is slowly changing. Virtual fashion shows are helping designers showcase their talents, we are seeing a lot of growth. An exclusive show for the community is in the planning and ideation stage.

Zulf Ali, a Kochi-based fashion producer, can be arranged digitally.

However, Zulf Ali's online version of the fashion industry is the same as a course. It was a major setback for the fashion industry, with ramp shows getting cancelled and shops getting closed. The business is still struggling, but designers are still increasing. The fact that buyers won't visit their boutiques, and designers are still increasing, is a sign of hope. This will come down to the number of models on the runway. The studio floor will have models, choreography, and a show in August and is currently involved with the groundwork. The designers are quite excited. Virtual Runway will help provide them with a platform till things get back to normal," he says. Zulf Ali will go through significant changes post-Covid. Designers who specialised in 'concept events' will be a major focus.



International Designer League showcases diverse collection to audience

Fashion event

The International Designer League, produced by Zulfikar Ali, recently held its second edition on March 17 at the Shangri-La Hotel, Dubai. The event featured the latest collections from some of the most talented designers in the world, including Vinay Kalyani, Grace, Robert Naorem, Royal Vogue, Walid Attallah, and Santoba Tailors.

The event was graced by two distinguished guests of honour—Zakia Almeri, a renowned fashion influencer, and Alhaji Ahmed Ramadan, Ambassador of the Republic of Ghana to the UAE. The International Designer League's second edition was attended by a diverse group of people from various sectors, including fashion

TRENDS FASHION TRANSFORMING KOCHI

He always aspired to transform the 'Queen of the Arabian Sea' into a fashion hub. Zulf Ali, a fashion event organiser based in Kochi, is now running closer to this dream. He was able to create a runway just for Kochi - the Kerala Fashion Runway - bringing together 20 pan-Indian fashion designers and roping in 30 celebrities from across the country.

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"We have identified the potential of turning Kochi into a fashion hub. We no longer need to watch out for trends in other metropolises for trends

Zulf Ali
Chairman of ESPARTO
business corporation Pvt Ltd

Image Gallery

Discover the essence of creativity through our curated photo gallery. Showcasing stunning moments from Esparto Events, fashion shows, award ceremonies, and grand productions.



CLIENTS



We Are Honored To Collaborate With These Esteemed Brands And Organizations,
Delivering Exceptional Events That Inspire, Engage, And Leave A Lasting Impact.

THANK YOU

We sincerely appreciate your support and trust in our services. Your presence makes every event special, and we look forward to creating more amazing experiences together. Thank you!

Esparto Events



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International Designer League



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Indian Designer League



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Asia Fame Awards



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