



A WEDDING AFFAIR

A week-long fest dedicated to weddings, Trousseau Week at UB City-The Collection this month is the best platform for luxury brands to showcase their expertise



In a country where weddings are the grandest affair in one's life, each element is curated to blend into a colourful celebration. Keeping in mind the importance of these ceremonies, luxury solutions are much in demand. Celebrating this tradition, the fourth edition of Trousseau Week, exclusively hosted at UB City-The Collection, will provide a platform to all wedding-related luxury offerings in the country. The Collection at UB City, Bangalore, which has been developed by UB and Prestige Group—South India's premier real estate

developers—will double as a haven that provides all the elements to make a dream wedding a reality.

Starting from November 21 till December 1, the festival will see the best of wedding couture, wedding planners, designers, wedding photographers, banquet

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organisers, and luxury brands come together under one roof. The Collection will also host other events dedicated to these brands that cater to wedding planning, design, and consulting needs. Participating in the 10-day affair are big names which have successfully displayed their oeuvre at The Collection last year, including brands like Turquoise & Gold, Shimmer, Aviraté, Samsaara, Kimaya, Cornelian, Hackett, Minawala and Diani Jewels, and AS Motiwala Jewellers among others. Showcasing the opportunity to launch new collections, network, and carve a niche in the ever-evolving wedding

industry, Trousseau Week 2013 is the perfect opportunity for labels and brands to become part of something bigger.

The event will commence with a grand opening night, where an haute couture fashion show, choreographed by Marc Robinson, will put on view the best in bridalwear this season. Couturier Tarun Tahiliani will also showcase his new wedding collection at the show. Following this, brands will get a chance to display their forte in the designated über-luxe stalls at the venue.

With a colour theme of emerald green, each of the exclusive lounges there will be separated by the brand's area of specialities, be it wedding planning, gifting, bridalwear, accessories, photography, luxury assortments for the big day, destination weddings, or travel. Different brands who wish to participate will find the festival a one-stop destination for client interface.

Talking about the vision behind the grand affair, Uzma Irfan, executive

director, Prestige Group and founder of Sublime Galleria says, "Couples who are planning to tie the knot are always willing to go to great lengths to find the best of venues, designerwear, service etc. Our vision for Trousseau Week was to provide solutions for them under one roof, with the help of some of the best brands in the market."

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