



The Collection, UB City and Sublime Galleria Present the 4th Edition of 'Trousseau Week'



BANGALORE, October 18, 2013 /PRNewswire/ --

The Ultimate One-stop Wedding Solutions Destination for All Brides and Grooms-to-be

'**Trousseau Week**', South India's most-awaited event for brides and grooms is back with its 4th edition. **The Collection, UB City** in association with **Sublime Galleria** presents this annual forum, a haven that provides all the elements to make your dream wedding a reality.

'Trousseau Week 2013' will be on from **21 November to 01 December 2013**. The 10-day long wedding festival will provide all **wedding planning, design and consulting needs** under one roof, with the help of some of the trendiest international and national luxury brands in the world today.

Uzma Irfan - Conceptualiser & Organiser, Trousseau Week and Founder, Sublime Galleria adds, "Indians today are well-travelled and have immense global exposure. As a result, they are extremely well aware of the latest trends in fashion and designs. With rapid increase in the disposable incomes of a larger section of the population in India today, dream weddings are not limited to celebrities any longer. Most urban couples who are planning to tie the knot are doing everything within their means to get the best of venues, designer wear, hospitality, etc., to make their special occasion a memorable one. At 'Trousseau Week', we attempt to provide all this and more under one roof, with the help of some of the best brands in the market."

This year's theme is **Emerald Green** and every aspect of the venue, **The Collection, UB City**, will be decorated to complement this theme and add to the elegance and beauty of the event. '**Trousseau Week 2013**' will provide the best of wedding couture, wedding planners, designers, photographers, banquets, tourism boards and international and national luxury brands, all on one platform.

The event will commence with a **Grand Opening Night**, which will witness a **Haute Couture Fashion Show** by one of the leading choreographers in the country today, **Marc Robinson**. The best international and national models from the fashion fraternity will showcase the latest in bridal and groom wear from some of the most sought-after global luxury brands. The high-end brands participating in the fashion show include The Collection, UB City's in-house brands like **Turquoise & Gold, Shimmer, Avirate, Samsara, Kimaya, Corneliani, Hackett, Minawala** and **Diani Jewels**, apart from **AS Motiwala from Mumbai**.

One of the biggest highlights of this event is participation by **world-renowned fashion designer and wedding couturier, Tarun Tahiliani** who will be presenting his much sought-after, distinctive wedding collection at 'Trousseau Week 2013'. Those interested in meeting him personally to create bespoke wedding ensembles for their special occasion can take a prior appointment.

Another major attraction of this event will be the launch of **AS Motiwala's latest collection 'ASM SHIEKHA'** in Bangalore. 'Shiekha' is an Arabic word, denoting '*Princess/a lady with elegance and poise*'. Only the best materials have been used to create each piece of this collection (*VVS clarity F-colour diamonds/brilliant cut diamonds, Colombian emeralds, Burmese rubies, South Sea pearls and Radiant Cuts*, among others). The most exclusive materials have been used, and therefore to maintain the opulence and rarity of each creation, this collection has been restricted to only a limited number of pieces. *18kt white, yellow and pink gold* have been used to craft this ethereal collection. Most of the pieces are hand-made and it has taken over 600 hours to achieve the design, casting, setting and final finishing of the product. AS Motiwala will be showcasing this exclusive collection from **22 to 24 November 2013**, at **Sublime Galleria**.

AS Motiwala Fine Jewellery, recently reinforced its leadership position in the market by winning several coveted awards this year - '**Luxury Retailer of the Year**' at the **Economic Times Retail Awards 2013**, '**Global Achievers Award**' at the **Asia Pacific International Awards 2013** and '**The Editors' Choice Award**' & '**The Jury's Choice Award**' for the '**Diamond Vivaah Jewellery of the Year 2013 - All India**' at the **Retail Jeweller India Awards 2013**.

Lounges at Trousseau Week 2013:

The wedding festival will feature lounges dealing with all aspects of a wedding, including:

- Wedding planners
- Wedding venues/destination weddings
- Carriers (Airlines)
- Wedding packaging/gift wrappings
- Indian traditional bridals
- Wedding trousseaus (Luggage accessories)
- Wedding photography

Sponsors for the event:

Deva Wines is the official wine partner for the event.

About Trousseau Week

Conceptualized by **Ms. Uzma Irfan - Executive Director, Prestige Group & Founder, Sublime Galleria** in 2010, Trousseau Week is **a one-stop solution** for all **wedding planning, design and consulting needs**. Trousseau Week, which has grown to become a landmark annual event, was also awarded the '**Biggest Fashion Event of the Year**' by Deccan Chronicle in 2011. You could visit the official website for more information - <http://www.trousseauweek.com>.

Primary Media Contact: Urmila Biswas, contact@marchingantsllp.com, 91-9886099736

Secondary Media Contact: Lakshman Babu, contact@marchingantsllp.com, 91-9845706155

SOURCE UB City and Sublime Galleria

Journalists and Bloggers



Visit **PR Newswire for Journalists** for releases, photos and customised feeds just for Media.

View and download archived video content distributed by MultiVu on **The Digital Center**.