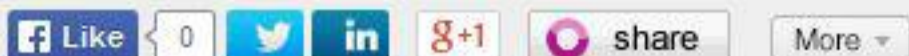




'Trousseau Week 2013' Brought to You by The Collection, UB City and Sublime Galleria



BANGALORE, November 20, 2013 /PRNewswire/ --

An Extravagant Wedding Festival That Offers the Best of Fashion, Luxury and all Things Bridal

The countdown to **Trousseau Week 2013** has moved into the final 48 hours. Get ready to be dazzled by one of the most eagerly awaited wedding events of the year, as the organizers bring together under one roof some of the biggest and best names in the wedding industry. The fourth edition of this 10-day long wedding extravaganza kicks off on the 21st November and goes all the way until the 1st December 2013 at **The Collection, UB City**. So, all you brides and grooms to be, mark your calendars for this is your chance to choose from some of the most exquisite apparels, accessories and wedding services to make your wedding a surreal affair.



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'Trousseau Week 2013' Off to a Grand Start
Nov 25, 2013, 15:27 IST

The Collection, UB City and Sublime Galleria Present the 4th Edition of 'Trousseau Week'
Oct 18, 2013, 11:03 IST

(Logo: <http://photos.prnewswire.com/prnh/20131120/10081246>)

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 a 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."

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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.

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The event will commence with a **Grand Opening Night**, which will witness an **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 such as **Turquoise & Gold, Shimmer, Avirate, Kimaya, Corneliani, Hackett and Minawala** apart from **Chola** and **AS Motiwala from Mumbai**. The finale of the fashion show will feature the showstopper in world-renowned fashion designer and wedding Couturier, **Tarun Tahiliani's** exquisite creation complemented by AS Motiwala's ethereal jewellery.

Tarun Tahiliani's much sought-after collection will also be on display through the 10 days of the festival. 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). 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 new and exclusive collection at **Sublime Galleria** from **22 - 24 November 2013**.

Lounges at Trousseau Week 2013:

- Tarun Tahiliani (Designer - Wedding Couture)
- Chola (Men's Ethnic Couture)
- Delhi Art Salon (Pakistani Designers/Gifting Ideas)
- Krafted Knots (Wedding Planners)
- 3D Design & Décor (Wedding Planners)
- Wow Weddings (Wedding Planners/Destination Weddings)
- Taj Group of Hotels (Banquets, Venues and Destination Weddings)
- Ferns & Petals (Floral Decorations)
- Amande (Cakes/Patisseries)
- Bite Me Cupcakes (Cupcakes)
- Villeroy & Boch (Ceramics)
- Harman (Electronics)
- Pro FX (Electronics)

In-Store Activities

Many of the international and national brands as well as the restaurants/lounges within The Collection, UB City are planning in-store activities during Trousseau Week 2013. For details of the special offers during this period, download **Trousseau Week 2013 Offers**.

Sponsors for the Event:

- AS Motiwala - Co-Sponsor
- Prestige Group - Supported By
- Oakwood Premier Prestige - Hospitality Partner
- Deva - Beverage Partner
- Phase 1 - Events Partner
- Touchstone Consulting - Official Consultant
- Radio Indigo - Radio Partner

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>.

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SOURCE UB City and Sublime Galleria