

Big Fat Indian wedding

Uzma Irfan, the executive director at Prestige Group talks about the ongoing Trousseau Week at UB City

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If you're getting hitched this might be the right time to head to the Jaguar Trousseau Week 2014 that's taking place at The Collection, UB City. Uzma Irfan who joined the Prestige Group in January 2007 as the executive director, corporate communications likes to handle all her roles with equal acumen. As the additional director of Prestige Group, handling marketing communication and branding for the Prestige Group and managing the Sublime Galleria, she's been lauded for her success with The Trousseau Week, which is now in its fifth year.

"I started the Trousseau Week as part of the promotional activities for the brands housed at the uber chic mall. This time I wanted to bring the brands together showcasing the traditional values of India under the theme of The Big Fat Indian Wedding. We opened with a musical theatrical by Terence Lewis dance troupe, depicting seven steps, from proposal to honeymoon. All the participating brands have a lounge space at the central atrium and



Models walked down the ramp at Mirrors & Within as part of the Jaguar 'Trousseau Week 2014 at The Collection, UB City in Latha Puttanna's bridal creations

the mall is decorated with flowers from Floradelic and lamps from Good Earth. We had a coffee morning by Motiwala, cook outs for couples by Toscano and dessert demo by an Oberoi sous chef. I start planning a couple of months in advance and the response is overwhelming, leaving everyone awestruck," explains Uzma.

Making it a culture hub for theatre, music, films, art and fashion, Uzma who has won many awards, was also honoured with the FICCI-FLO award for her indomitable spirit in inspiring the modern woman last year. "The 10-day long wedding festival has wedding planners, design and consulting needs and the best of luxury brands. There are also grooming talks for couples and a jazz fest from November 27 to 29, culminating with a Pink Floyd tribute. Avirate is hosting a live mannequin walk from November 28 to 30, where models will walk around the mall," she adds.

Uzma Irfan