

## Jaguar 'Trousseau Week 2014' All Set to Celebrate the Diverse Cultural Beauty of the Traditional Indian Wedding

Share More

BANGALORE, November 20, 2014 /PRNewswire/ --

India is probably the only country in the world to boast of such a widely diverse population, comprising of people from different religions, cultures and communities. With varied traditional wear, rituals and customs, India is also considered an extremely colorful country, with more than two thousand ethnic groups, living together in unity. **The 5th Edition of 'Trousseau Week' aims to celebrate the rich cultural diversity and traditions of the Indian wedding.**



(Photo: <http://photos.prnewswire.com/prnh/20141120/10111228>)

Presented by **The Collection, UB City in association with Sublime Galleria and supported by the Prestige Group**, Jaguar Trousseau Week 2014 will be on from **21st to 30th November 2014**. 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 on one hand, and Indian artisans and weavers on the other.

Sharing her thoughts on this year's line-up of activities, **Uzma Irfan - Additional Director, Prestige Group and Founder, Sublime Galleria** said, "One of the most beautiful qualities of the Indian culture is that it is inclusive. The younger generation is not just limiting themselves to their own rituals and customs, but celebrating all traditions and festivals across communities as one unit. Also, with a rapid increase in the number of inter-religious and inter-communal marriages, people have started adopting the best from all cultures across the country. This year, 'Jaguar Trousseau Week' will focus on the rich culture and heritage that defines an Indian wedding, with special emphasis on the artisans who have helped keep our traditions alive by their contribution to the handloom/handwoven industry."

### About Jaguar Trousseau Week 2014:

An Indian wedding today includes the most fun rituals from all cultures and is an amalgamation of activities leading up to the actual wedding. The 'Sangeet' ceremony, which was primarily a North Indian custom, has now found its place in every wedding across the country. And even though people have adopted the Western culture with fervor in India, what has remained constant is traditional clothes and jewellery, donned by everyone - family and friends alike, during the various wedding ceremonies. **This year's Trousseau Week pays a special tribute to the artisans who have contributed immensely to keep this industry alive.** The festival will provide an opportunity to all visiting UB City to try their hand at some interactive weaving, guided by a weaver, at a handloom that will be installed there. **Pragati Mathur - Textile Designer and Weaving Artist** who is bringing this to UB City will also be available to accept orders for the elusive handloom/handwoven sarees, shawls, dupattas and wall textiles, etc. Orders can be placed on the basis of samples available for visual reference. In addition, Jaguar Trousseau Week 2014 will provide the best of wedding couture, wedding planners, designers, wedding photographers, banquets, tourism boards and international and national luxury brands, all on one platform.

**This year's theme is 'The Traditional Indian Wedding'** and the fluid expanse of The Collection, UB City will be transformed to complement this theme. The space will be accentuated with theme-based installations like an **enormous wedding cake**, a **bejeweled groom pagdi**, **photo frame hangings**, and an **in-lit elephant sculpture**. Smaller rituals will also be depicted using similar installations. For example, a giant **groom mojri** will be installed for the 'Joota Chupai' ceremony, larger than life **kaliras** will be installed to speak of the associated ceremony, and a **decorated swing** will be installed to signify yet another South Indian custom - 'Onchal'.

### Lounges at Jaguar Trousseau Week 2014:

In its 5th Edition, 'Trousseau Week' has truly surpassed all previous benchmarks. With participation from **stalwarts of the fashion design industry like Neeta Lulla, Raghavendra Rathore, JJ Valaya and Satya Paul**, the event this year is a dream come true for brides and grooms to be. **Now to plan the perfect wedding couture for their dream wedding, they will not have to travel to either Mumbai or Delhi. They can interact with the best designers in India and try out their latest collections, all in UB City.** In addition, soon to be brides and grooms can also check out the sought-after **F-Type and XJ models of Jaguar**, which will be present at The Collection, UB City throughout the event.

The **Harman Luxury Audio Group in association with Audisee** is bringing the pinnacle of home cinema experience to Jaguar Trousseau Week 2014. An exclusive acoustically treated Luxury Theatre Room is being organized at Soul City, Oakwood. This will feature a 7.2 channel calibrated home cinema system from JBL Synthesis - one of the finest brands in luxury audio. The legendary Harman brands, coupled with the technical expertise of Audisee ensure that true cinema experience can be brought into one's home.

[Here is a list of Lounges at the event.](#)

### About the Opening Night

The Opening Night of Jaguar Trousseau Week 2014 will depict a modern day full-fledged 'Big Fat Indian Wedding', which will take place tonight at UB City 7.30 pm onwards. The event can be watched live on the website. It will feature **Seven Acts** that encapsulate the idea of **'7 Steps To Forever'** - a plethora of Indian wedding cultures and traditions that showcase the life of a wedding through **customized entertainment acts** that will portray simple stories of joy and union. The seven acts will include:

- A Grand Proposal
- Punjabi Roka
- Bachelor/Bachelorette Party
- Muslim Mehendi
- Band Baja Baraat
- Christian Wedding Vows
- Reception Party

Adding to the magic of the entertainment planned is the fact that it will be **performed by world-renowned dancer, Terence Lewis's troupe, who are being flown down from Mumbai, exclusively for this.** Terence Lewis is known as the **master of Contemporary Dance** and has become a household name since he became a **judge on 'Dance India Dance'**, **one of the most popular and respected reality dance shows in India.**

**All the brands housed within The Collection, UB City will be an integral part of the acts:** Brands include **Bottega Veneta, Burberry, Canali, Corneliani, Crabtree & Evelyn, Davidoff, Diesel, Diani Jewels, Emporio Armani, Estee Lauder, Ethos Summit, Good Earth, Hackett, Hartman, Imagine, Jimmy Choo, Laliq, Lladro, Louis Vuitton, Minawala, Michael Kors, Mirrors & Within, Montblanc, Oma, Omega, Paul Smith, Rado, Rolex, Salvatore Ferragamo, Shimmer, Tag Heuer, Tumi, Turquoise & Gold, Villeroy & Boch, Zimson.**

Another major attraction of this event will be the launch of **reputed award-winning jewelers - A.S. Motiwala's latest collection, 'ASM Aisha'**, created exclusively for Jaguar Trousseau Week 2014 in Bangalore. A.S. Motiwala will be showcasing this ethereal collection at **Sublime Galleria** from **21st to 23rd November 2014.**

### About 'ASM Aisha':

Comprising regular occasion wear, the pieces from this collection have been designed to create a special look and appeal to women for all occasions. The collection pays tribute to diamonds of all shapes and is desirable for its contemporary designs and world-class craftsmanship. These pieces are rare and unique with a distinguished aura of their own.

### Additional Events:

- **Oberoi Hotels (21 November 2014)**

**Bhuvan Ravishankar - Pastry Chef, Oberoi Hotels** will conduct a demonstration of two easy-to-make mini desserts ideal for a bridal shower. Tasting portions of the same desserts will be available for the audience. In addition to this, there will be dummy wedding cakes on display to showcase the varied wedding cake options available at the Oberoi.

- **International Jazz Festival (27-29 November 2014)**

The first of its kind in Bangalore, the Total Environment Jazz Festival will showcase International Jazz contemporaries like **James Carter, Helen Sung and Yuri Honing** among others across **Mainstream, Funk, Afro and Latin Jazz.**

- **Pink Floyd Tribute Band (30 November 2014)**

Audience at UB City will be entertained with a Pink Floyd Tribute Band on Sunday - 30 November 2014.

### Sponsors for the Event:

- Jaguar - Title Sponsor
- A.S. Motiwala - Co-Sponsor
- Prestige Group - Supported By
- Harman-Audisee - Associate Sponsor
- Black Dog Sparkling Water - Associate Sponsor
- Peroni - Associate Sponsor
- Oakwood Premier Prestige - Hospitality Partner
- Phase 1 - Event Partner
- Fever 104FM - Radio Partner

### About Trousseau Week:

Conceptualized by **Ms. Uzma Irfan - Additional Director, Prestige Group and 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 wedding festival for all brides and grooms to be, was also awarded the **'Biggest Fashion Event of the Year'** by Deccan Chronicle in 2011 and **'Lifestyle Event of the Year'** by WOW Awards 2014 for 'Trousseau Week 2013'. Visit the **Official Website of Trousseau Week** for more information.

Media Contact: Urmila Biswas, [contact@marchingantsllp.com](mailto:contact@marchingantsllp.com), +91-98860 99736, Marching Ants LLP

SOURCE Sublime Galleria

### More by this Source

Jaguar 'Trousseau Week 2014' Gets Set to Celebrate the Big Fat Indian Wedding  
Nov 20, 2014, 19:18 IST

'Berserk 2014' by Sublime Galleria Signs off With a Grand Finale at UB City  
Aug 28, 2014, 17:23 IST

International Artist Liu Bolin Exhibits a Special Creation at 'Art Bengaluru 2014'  
Aug 27, 2014, 16:18 IST

### 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.**