

BAND, BAAJA, BRIDE

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If you're planning on tying the knot soon or have many weddings to attend this season and stay in Bangalore, we have good news for you! From September 28 to October 2, 2011, The Collection, UB City will present Trousseau Week 2011; 4 days dedicated to bridal fashion, wedding planning, jewellery, décor and more.

Well known brands present at The Collection will offer special promotions during the four days and discounts for the duration of the event. Designers such as Manoviraj Khosla, Deepika Govind, along with brands like Kimaya, Minawala, No Ordinary Bride, Alexandre de Paris, Deepam Sarees, Paul Smith, Zegna, Etro, Amrapali, Bhima, Privates Sales, Turquoise and Gold will showcase their trousseau/bridal collections at the Trousseau Week 2011.

Manoviraj Khosla, who is also currently working on his collection for Wills Lifestyle India Fashion Week and will be showcasing his menswear collection at the event. "I'm doing velvet and silk velvet jackets with Swarovski embellishments paired with pant and Jodhpurs. The colour scheme is all black. A groom may not wear these garments on his wedding day but can wear them for other functions. Alternatively, someone attending a wedding soon, could wear these clothes too," he says.

The designer has been keeping himself busy. He showcased at Van Heusen India Mens Week in Delhi and the Signature Premier Fashion Tour in Mumbai recently. He has done two other shows in this month too. So why did he opt to be a part of Trousseau Week? "I participated last year too. Lots of people come to watch the shows and it's a nicely organised event," he says.

Deepika Govind will be showing her collection titled 'The Magical Kavacha'. The collection explores dressing for the South Indian bride. "Kavacha is an armour that protects. We have brides from the East and West in India but it is usually the bride from the North that is seen. It will be interesting to showcase other options to brides. We've used fabrics like Kanjivarams and opulent silks with Swarovski embellishments, rubies etc. The look is an antique one. I'll be showing

drapes that people haven't seen. We have structured tops with various kinds of draping at the bottom, which is my usual style. I've been inspired by traditional drapes from Chennai, the Kerala Mundu etc. The colour palette is off white, reds, berry pink, twilight violet and magenta."

Deepika has done customised bridal orders before but this is her first complete bridal line. She will launch her bridal wear collection in Delhi next month and 'The Magical Kavacha' is a part of this collection. "This is the beginning of the journey for me when it comes to bridal wear. I'm excited that people will get to see a new kind of bride," she adds.

Kapila Sengupta, Head Operations & Promotions, The Collection UB City says, "Trousseau Week promotes the brands in the mall. The mall becomes a stop destination to celebrate what our brands have to offer. The response last year was excellent. We also invite cake designers, wedding planners etc to be a part of this event and interact with our customers. The event will kickstart with the 'by invite only' fashion show on 28th and will be open to the public from the next day onwards. We also have workshops on fitness, dentistry, life coaching etc. This year promises to be much bigger than last year."