

## The Collection, UB City to Unveil the 3rd Edition of 'Trousseau Week'

Flash News Release

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Oct 17, 2012 06:27 CEST

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**Bangalore, India, October 16, 2012** -- 'Trousseau Week', which has grown since its inception to become the most eagerly awaited event in South India for brides & grooms-to-be, is back with its 3rd Edition! The Collection, UB City presents this annual forum – a one-stop solution for all Wedding Planning, Design and Consulting needs. Trousseau Week makes it possible to turn your dream wedding into a reality with the help of some of the most sought-after international and national luxury brands.

Uzma Ifan – Executive Director, Prestige Group, Conceptualiser & Organiser – Trousseau Week said, "Most women dream of the perfect wedding from a very young age itself since it is one of the most significant events of their life. And while many have certain pre-conceived ideas about their wedding, they are unsure about how to plan it in the best possible way. Trousseau Week aims to provide a one-stop solution to all things that make a wedding special including the best of wedding planners, designers, banquets, tourism boards and international & national luxury brands (<http://www.ubcitybangalore.in>), to choose from. We hope to help many future brides & grooms make their special day even more memorable with this initiative."

"I would like to thank Touchstone Consulting, the official consultant for the event, for their valuable ideas and inputs. Also, a sincere thank you to Oakwood, our official hospitality partner for 'Jaguar Trousseau Week 2012'." she added.

'Jaguar Trousseau Week 2012' will be inaugurated on 17 October 2012 and continue till 21 October 2012, showcasing the current trends, designs and fashions in the wedding market from some of the best international and national brands in the world.

Jaguar, who are the Title Sponsors of 'Trousseau Week', will have 3 of their latest models on display during this event. These include the awe-inspiring XKR, XJ and XF models. The Jaguar XKR provides breathtaking performance, sporting luxury and advanced technologies to create a grand tourer with the heart and soul of a sports car. The Jaguar XJ is contemporary, beautiful and exhilarating, with a blend of stunning design, intuitive technology and innovative thinking – a stunning reinterpretation of the luxury saloon (<http://www.ubcitybangalore.in>). The Jaguar XF fuses sports car styling and performance with the sophistication of a luxury saloon.

In addition to all this, one of the biggest highlights of this event will be the display of exquisite diamond collections from eminent jewellers – A.S. Motiwala, renowned for their colored diamond jewellery, and winners of the 'Diamond Jeweller of the Year' in the prestigious 'Retail Jewellers India Awards 2012'.

The grand Opening Night of the event will witness a Haute Couture Fashion Show featuring celebrated models of the fashion fraternity from across the country, showcasing the best in bridal couture.

Several in-store events on health and fitness, grooming and other interactive sessions will also be held during this period to prepare the brides & grooms-to-be for their big day, thus giving them the opportunity to learn from the best international brands in the market today...

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