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INDIA'S INAUGURAL 'LUXURY LIFESTYLE WEEKEND' ANNOUNCED

• The country's first and largest platform for purveyors and consumers of luxury will be hosted in Mumbai from March 9 - 11, 2018 •

Luxury Lifestyle Weekend (LLW) - India's inaugural platform bringing together luxury brands and consumers will take place in Mumbai between 9th - 11th March next year. Devised and produced by the country's premier luxury consultancy and experiential service-provider, **Magnanimous Group**, the platform will showcase one-of-a-kind interactive experiences across **12 categories** at the state of the art **Reliance JioGarden**. *Luxury Lifestyle Weekend has been created with the objective of presenting a platform where both ends of the luxury spectrum may engage, converse and develop an enriching ecosystem.*

With increasing brand awareness amongst the Indian youth and purchasing power in tier II and III cities, the Indian luxury market is expected to be worth USD 18 billion, as per an ASSOCHAM study. Clocking in an annual growth of 25%, the market for luxury has extended beyond fashion, retail and automobiles to also include segments such as hospitality & fine-dining, technology, beauty & wellness and jewelry. The study has also revealed that, the size of the High Income Group (HIG) consumers continues to expand. While the HIG segment spends over 40% of their monthly income on luxury products and services, the Middle Income Group (MIG) consumers spend 8-10% of their incomes on these offerings.

Between 9th to the 11th March, LLW is expected to engage with 30,000+ existing and new luxury consumers. Presenting an intimate visual layout, the platform will be spread **over 100,000 sq. ft. at Reliance JioGarden.**

Over **100 Indian and international luxury brands** will set up bespoke pop-up experiences across verticals like ***Art, Automobiles, Aviation, Decor, Hospitality, Jewelry and Watches, to name a few.*** Visitors to LLW will also see exclusive previews of yet-to-be launched high-value luxe offerings.

The creator of Luxury Lifestyle Weekend is **Akash Sheth - Managing Director, Magnanimous Group** and **Founding Partner, Theory**, an upscale European restaurant and bar in Mumbai. Magnanimous Group has devised distinct experiences for brands like Cartier, Christian Dior Beauty, Ferrari, Jo Malone, Maserati, Moët Hennessy India, Montblanc, Piaget, Rolls Royce, St. Regis Mumbai, W Hotels and Young Presidents' Organization, to name a few. Today, Magnanimous Group is one of the leading luxury & lifestyle companies in the country with unparalleled services across brand-consulting, events, travel, destination weddings and talent management.

Speaking about the inaugural edition, Mr. Sheth quoted, "India has the world's youngest population and is one of the strongest economies. These factors combined with the continual evolution of the consumer's ability and willingness to buy luxury have established India as an attractive business destination for some of the most coveted luxury brands in the world. This in turn, has encouraged the steady development of homegrown brands and labels as well as given a boost to the competitive landscape. The market environment today presents vast potential to grow the luxury segment in India.

With Luxury Lifestyle Weekend, our endeavor is to bring together the varied stakeholders that make up the industry ecosystem. On one hand, the aim is to introduce consumers to luxury through the lenses of experiences and craftsmanship; while on the other, it is to share access with brands to a larger pool of aspiring buyers beyond traditional geographic pockets."

About Magnanimous Group:

A boutique luxury lifestyle organization with headquarters in Mumbai, Magnanimous Group brings alive disruptive, distinct ideas to create innovative experiences at the right places, for the right people. Magnanimous Group is devoted to delivering seamless services, via its five verticals: brand consulting, events, destination weddings, talent management and travel. Each business presents a distinct translation of luxury for the contemporary, Global-Indian. Brands including Airbus, Cartier, LVMH Group's Christian Dior Beauty and Moët Hennessy India, Ferrari, Jo Malone, Maserati, Richemont Group's Montblanc and Piaget, Rolls Royce, Starwood Hotels and Resorts' St. Regis Mumbai and W Hotels and Young Presidents' Organization, to name a few, constitute the Group's esteemed roster of clients. Since its inception in 2014, the Magnanimous Group has worked with more than 40 international luxury brands and executed over 100 events.

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