







Peepul

Why you need to block your dates for Luxury Lifestyle Weekend

Shamani Joshi | November 24, 2017
The curtain raiser revealed all the participating brands for the event next year

57    

Aishwarya Nair at reveal of Luxury Lifestyle Weekend

Akash Shekh with Payal Khandwala

Condé Nast India's Alex Kuruvilla

Beate Mauder and Ivy Kwan

Ira Dubey

Jay Makhijani and Milvin George

Priyanka Sheeth and Mirali Patel

Tom Dawes and Rij Eappen

Ravi Krishnan and Matthew Hayden

Raaj Sanghvi

Athiya Mulla with friends

Kunal Avanti, Akash Shekh and Rubaina

Gayatri Rangachari Shah, Gaurav Bhatia and Pratima Bhatia

On Tuesday, Luxury Lifestyle Weekend, an interactive platform for luxury enthusiasts created by the Magnanimous group, hosted a special curtain raiser event at Jyran, Solitel Mumbai. At the event, LLW revealed names of the first 35 brands that will showcase at their main event next year. The coverable list includes Jo Malone, Shantarami & Nikhil, Forevermark, Ralph Lauren Homes and Fendi Casa, who will all be part of experiential popups at the main showcase in March 2018.

Luxury Lifestyle Weekend aims to develop an ecosystem of luxury, where everyone from business developers, brands and devoted buyers have the opportunity to impact and interact with each other. One of the perks of attending LLW is that guests will have access to an exclusive first preview of the newest products from these brands, before they hit the shelves.

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Condé Nast's Alex Kuruvilla, Estée Lauder India's Rohan Vaziralli, Christian Louboutin's Anjali Gaekwar, One&Only's Ivy Kwan, Aishwarya Nair Mathew and Rooshad Shroff, were among those spotted at the exclusive gathering hosted by Magnanimous group's managing director, Akash Shekh. The Weekend is slated to be three-day affair, held at Jio Gardens from March 9 to 11.

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