

## **Viviana's wedding aimed at community engagement!**

In its 6th year, this pioneering fair has set the benchmark for the retail industry with several retail players now mimicking the fair



**Mumbai, Dec 11, 2019 ([IssueWire.com](http://IssueWire.com))** - Weddings in India are an extravagant affair and bring together families from all nooks and corners of the city, state or sometimes even country or the world. Coordination of colors, rehearsals, in all generally have a grand coming together of the family and friends to celebrate the momentous occasion that is the Grand Indian Shaadi. This year in continuation to the ever-popular Wedding Fair at its premises, Viviana mall opened its doors to yet another yearly affair which is the grand Indian wedding.

This fair offers families and friends a one-stop-shop for all their wedding requirements be it coordinating and buying matching outfits, or last-minute jootey shopping to just generally have a grand time with palm readers, fortune tellers, experiencing the flea market, Tarot card readers or roaming around enjoying one another's company and admiring the various art installations at the mall or even participating in a couples to contest where they could win grand prizes as well.

The Fair commenced on November 20 and will go on through to January 2020, and will feature a vast range of wedding season collections offered by various leading global and domestic brands housed at the mall. Ethnicity, Kalki, Soch, Blackberry, Louis Philip, Metro, Regal and Bata are some of the leading brands who have put up their wedding collections.

Viviana Mall is not only lit up to celebrate the wedding season but also a flea market has been set up. This market has wedding photographer, bridal make-up artist, wedding cake bakers, pandit, wedding planners, travel planner, etc. With their availability at the mall, the Wedding Fair becomes one-stop-shop for families.

Viviana Mall, located in the Mumbai Metropolitan Region, and is one of the largest malls in India and ranked amongst the top 5, has several events planned during the course of the fair. A "couples-to-be" contest is currently underway, where couples who will tie the knot between November and February can participate, and the winners will win a Luxury Bedroom Set worth Rs 2.5 lakh.

Speaking about replicating the success, Manoj Agarwal, CEO, Viviana Mall said, "As a pioneering mall with several firsts we are proud to continue this grand tradition that we have set industry benchmarks for. The scale and scope of this fair offer our patrons a varied range of products and services as well as an experience that is far superior in nature. As a mall that is ranked amongst the top 5 in a country we believe it is our continued efforts that will raise the bar of expectations amongst the consumers and further our philosophy of being a community destination with above par experiences."

Viviana Mall continues to be an industry leader with several domestic and international accolades. They have continuously won awards beating other international participants and for 6 consecutive years have won the coveted ICSC awards gold for their initiatives and CSR activities. The mall has several firsts to its name including being the only visually impaired friendly mall, having its own food composting plant, solar panel power supplies for its common areas etc.



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