

Shopping Centre News

OCTOBER - NOVEMBER 2018

DEVELOPING RETAIL SPACES IN INDIA

VOL. 11 NO. 6 ₹100

FOOD COURTS: THE RECIPE OF SUCCESS FOR MALLS



REVENUE

FOOD

MALL

REINVENTING RETAIL:

Why Mall Design Matters & How to Get it Right

RETAIL REAL ESTATE:

85 New Malls to Open in India in 5 Years: ANAROCK Report

EXCLUSIVE:

Junction Mall Out to Redefine Durgapur's Retail Landscape

IN CONVERSATION:

Physical & Online Retail to Co-exist in Future

Shopping Centre News

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The F&B landscape in India is going through a change brought about by structural shifts in the eating out equation due to increasing urbanization, mounting disposable incomes, intensifying trend of socializing, nuclear families and rising consumerism. As a result, food courts in shopping malls are becoming the new gastronomic destination for shopaholics and foodies alike.

The significance of dining-out is immense, and mall developers in India are taking all possible measures to embrace innovative ways of tempting the consumer into food courts. They are continuously increasing the space allocation for F&B in malls with new spaces being leased to QSRs and kiosks on every floor. Food festivals are organised and pop up units are also being set up for vibrancy. A food court is a win-win experience for all – the mall, the food court operator, restaurant owners and most of all, customers.

In the October- November issue of Shopping Centre News, we take a look at the new emerging trends in the F&B culture in the shopping malls and also factors leading food courts and other dining outlets turning out to be the most preferred hangout spots.

The issue also takes a detailed look at some of the most popular mall transformations this season. With the advent of theme and eco-malls, the design element of a mall is today a key factor in pulling in patrons. Consequently, mall developers are spending a lot to give their shopping centres an eye-catching look. The issue, while giving an in-depth analysis into why mall design is essential to its success, brings you the stories of malls which have transformed into magnificent versions of their former selves this past year.

Also, in our 'In Conversation' section, we bring you exclusive interaction with Anuj Puri, Chairman – ANAROCK Property Consultants, who talks about the change in retail and real estate as both physical and online spaces have merged and continue to remain together for the success of the industry.

As always, we hope you find the issue informed and beneficial. Do log on to our website www.indiaretailing.com to read more informative articles and analyses on the stage of the global retail and shopping centre industry with an emphasis on India.



Amitabh Taneja

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STORE CLOSING

Tough Times Ahead for Retail Realty Sector

By Shopping Centre News Bureau

It may not be the predicted retail apocalypse due to the aggressive advent of e-commerce in India, but the fact is that developers are still learning through trial and error and while some manage to come up with winning ideas to sustain their malls through tough times, others haven't managed to make much of a name in the Great Indian Mall story. We bring you the highlights of the last two months in the Indian shopping centre sector...

NITESH HUB MALL EMPTIES OUT, ABIL TO COME IN

● As per report published in a national daily, the shops and brands operating out of Nitesh Hub Mall on the Koregaon Park Road have moved out or are in the process of winding down as its footfall remained weak, making business unsustainable.

The mall had started in 2012. In a stock exchange announcement, the owner of the mall said the 100 percent stake in the mall will be sold to Ela Realty, a special purpose vehicle of ABIL Group. ABIL also has a residential tower next to the mall, housing the who's who of Pune.



"ABIL has paid ₹30 crore towards initial advance for purchase and due diligence. The deal will be closed by November 20, subject to shareholder approval that is in process," Nitesh Hub said in its filing. While the exact deal size is not known, the mall's total assets were valued at about ₹228 crore as on March 2018, after accounting for depreciation and impairments.

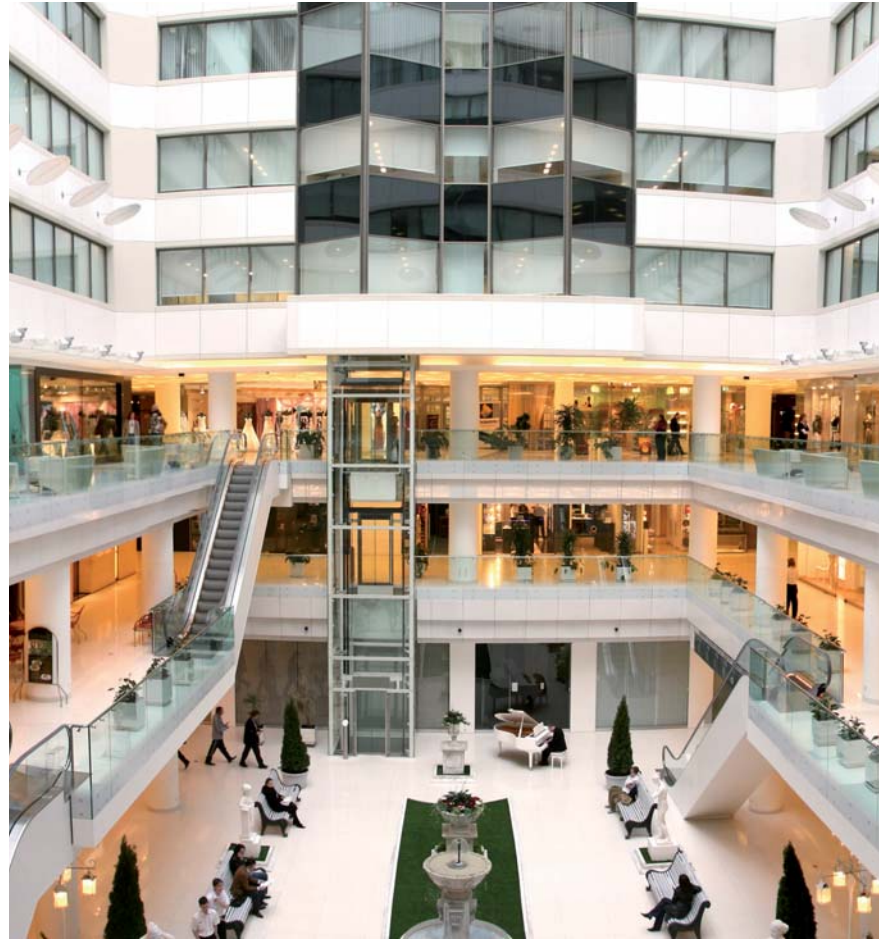
Nitesh Hub said it will use the sales proceeds to repay its debt raised in May 2015 from Goldman Sachs. Tight liquidity position of the company led to delay in servicing its debt obligation in a timely manner. The mall has a leasable area of 4.46 lakh sq. ft. and as on June 2017, the mall occupancy level was 65 percent. ●

MANGALDAI MUNICIPALITY BOARD (MMB) SEALS BAZAR INDIA IN MANGALDAI



● As per a report published on 'sentinelassam.com', the Mangaldai Municipality Board (MMB), taking a tough stand against unauthorised multi-storey buildings, issued a notice to close down the newly-constructed multi-story shopping mall 'Bazar India' in the busy LNB Road. The authority of Bazar India, while violating the provisions of the Assam Municipality Act, opened the mall last month without obtaining even the trade license from the MMB. Taking a serious note of the violation of the laid down rules, Pankaj Chakravarty, Executive Officer of MMB-cum-Additional Deputy Commissioner and Pratap Bordoloi, Chairman of MMB, had earlier issued show cause notice to both Bazar India and owner of the land and building, Panchanan Sarma twice and also asked them to obtain the trade license. But as they failed to fulfil the norms to obtain the trade license, this afternoon after the expiry of the stipulated 10 days, the MMB issued the notice to close down the mall till the rectification and re-dressal of the formalities. ●

DESIGNING A MALL RIGHT TO ATTRACT TENANTS, CONSUMERS



Fashioning a concept for a mall, making it convenient for consumers, curating stores and brands relevant to the catchment area and creating a culture of community – a mall developer needs to keep all these factors in mind while choosing a company to design his mall...

– By Sandeep Kumar

“There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.

– Milton Glaser

Design has a higher purpose that goes well beyond creating something that is pretty to look at. When it comes to shopping centres, for example, design is about adapting the environment to their core audiences' functional, emotional, psychological, and social needs. For many developers, building a shopping mall is once in a lifetime thing. It requires huge investment, time, hard work and patience; besides shopping malls don't bring profits all at once.

There is no assurance that every mall built will be a success. Even successful malls can degrade and fall in the list of empty and non-existing malls. India has a record number of malls which are being opened, but at the same time, there are only a very few who are able to sustain the deceitful path of retail. Many of these malls are either closing or dying at a fast pace. One of the primary reasons for the decline of the mall is the improper design and planning. The design and planning of a mall is the foundation of the structure, and it is one of the single most important contributing factors to success.

A mall's design has to be custom made to suit specific retail needs. The developer has

to have a clear thought process and vision of what he wishes to make and for whom. A mall has to be planned, designed and built like a mall from start to end. Any ambiguity in the mind of the developer or absence of clarity would spell disaster. One should not refrain from taking professional help in this context and as result so many malls in India are being constructed by the foreign architects and the companies.

Jeremy Salmon, Chairman Asia-Pacific Board, Broadway Malyan says, “The core purpose of design for me is differentiation. You give consumers a differentiated experience, a chance of doing and seeing things they haven't done or seen before.”

Brijesh Kanabar, MD, Lewis and Hickey says, “There are basic principles of mall designing which we need to take care of in terms of planning, façade, how the composition of the shops is internally. Some of the touchpoints when the customers enters the mall, how they feel, we have to tell them the whole experience of the retail once they enter the mall.”

Shilpi Kapoor, Consultant Architect L&T (Elante Mall) and formerly with Michael Aukett and Haffez Contractor, adds, “We have to be futuristic in terms of technology and should plan the mall accordingly; quality



85 New Malls to Open in India in the Next 5 years

– By **Anuj Kejriwal**, MD & CEO, ANAROCK Retail

ANAROCK Retail predicts that there will be 14 million sq. ft. more retail spaces in India's top 8 cities by the year 2020...



There is so much talk of the death of brick-and-mortar retail as a consequence of the aggressive advent of e-commerce into the country, when the fact is that shopping malls have just got started in

India - and they are definitely here to stay. As developers learn through trial and error and come up with more winning formulas for their malls, and as retailers get more into Omnichannel selling, we will see the Great Indian Mall revolution spin into its next cycle of evolution.

Why the Indian Mall Story Rocks

Unlike 'couch potato' e-commerce shopping, malls offer an experience, a touch-and-feel benefit which online shopping cannot. Also, going to a mall becomes an outing for the family and friends, often coupled with a meal at the food court and a movie at the cineplex. All

this in air-conditioned comfort, escalators and lifts connecting everything to the parking below, and scrupulously cleaned sanitary facilities at all levels. The massive Indian middle class loves this experience and online retail is unlikely to put malls in the shade in India anytime soon.

The Impact of E-commerce

This is not to say that e-commerce has not had an impact. Definitely, Indians who know how to navigate the online world (and they are quite a lot - about 300 million Indians use the Internet today) may not go to a mall if they need just a few things and for which they can

wait a few days. The commute to and from a mall is an important factor considering that going to the car park and waiting for your turn to take the elevator is a daunting task, and it is definitely not worth it just for picking up a handful of non-critical items. However, Indians are also quite open to deferring smaller purchases for the weekends, when they can couple the shopping with other activities which a mall can offer.

No doubt, online shopping portals offer more variety and deeper discounts. However, it is generally known that the deep discount ethos will eventually go the way of the dinosaur. These portals have been investing heavily into garnering a loyal customer base, and margins have been thin at best.

In the end, it is evident that both online shopping and physical retail will continue to coexist in India, without impacting each other too much. In the West, online retail has proved to be a major disruptor for physical retail - especially given the fact that there is no dearth of things for families to do on weekends.

As a result, visiting a mall ranks much lower on the general population's priority list. In India, our cities have developed haphazardly, open spaces are vanishing, and public transport is often shaky and unreliable. In such a scenario, a visit to a clean, visually vibrant and centrally air-conditioned mall is a major attraction.

A Growing Spread

Cities that have seen maximum malls include Gurgaon, Noida, Greater Noida and Delhi in NCR, Mumbai, Chennai, Bengaluru and Pune. Over the next 5 years, nearly 85 malls are expected to come up in India, and more than 30 new malls accounting for nearly 14 million sq. ft. area are expected to open just in the top eight cities by 2020.

Low vacancy levels and high rentals in Tier I cities are now also paving the way for



Food Courts: The Recipe of Success for Malls

— By Sandeep Kumar

Aside from being a major driver of footfalls, food courts represent an integral and even separate retail category today. In the last few years they have emerged as one of the major and consistent sources of revenue for malls...

Food courts in shopping malls are a gastronomic destination for shopaholics and foodies alike, enabling the food and beverage industry to gain a competitive edge in the market. Gone are the days when malls were considered only shopping destinations, offering simply multitudes of retail shopping outlets. With the advent of globalization coupled with a well-travelled consumer, shopping malls have metamorphosed into community hubs, providing exceptional experiences to consumers.

One such trend which has become a veritable crowd magnet is the food court. The significance of dining-out as an important form of entertainment is immense, and mall developers in India are taking all possible measures to embrace innovative ways of tempting the



IRA & IRTA 2018: Honouring Retail Excellence and Leaders

The categories were designed to ensure that not a single out of the box idea went unnoticed. The awards were rolled out highlighting the key categories and aspect of retail.

– By Shopping Centre News Bureau

The 15th Annual IMAGES Retail Awards (IRA), powered by Vegas Mall, celebrated some of India's most outstanding achievements in retail on September 6, 2018, at Hotel Renaissance in Mumbai. With no end in sight to the rise of online shopping, never has it been more important for retailers, shopping centre developers, city planners and communities to work together for creating a new ecosystem of lifestyle destinations.

Retail destinations are often at the very forefront of customer experience and connection. IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India. The ceremony honoured the achievements of India's leading retailers with some high voltage entertainment.

Nomination & Jury process: IMAGES Retail Award 2018

IRA nomination categories and entry details are announced through the website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness. The jury comprised of distinguished personalities in the field of research and analysis with thorough insights into the retail business.

BS Nagesh, Founder TRRAIN was the Chairman of the Jury. The other jury members in the panel were **Abheek Singhi**, Sr. Partner & Director, BCG; **Ajay Macaden**, Executive Director, Nielsen India; **Ajay Kaul**, Senior Director, Everstone Group; **Anand Ramanathan**, Partner, Strategy & Operations Consulting Deloitte India; **Ankur Shiv Bhandari**, Founder & CEO, Asbicon Group; **Bijou Kurien**, Board Member, L Catterton Asia; **Sreedhar Prasad**, Partner & Head, Consumer Retail & Internet KPMG; **Harish Bijoor**, Founder, Harish Bijoor Consults; **Debashish Mukherjee**, AT Kearney, Partner & Co Head; **Harminder Sahni**, Founder & MD, Wazir Advisors; **Lara Balsara Vajifdar**, Executive Director, Madison World; **Sunil Kumar Alagh**, Founder & Chairman, SKA Advisors; **Rama Bijapurkar**, Expert Marketing Strategy & Consumer Behaviour, Professor **Ravi Dhar**, Yale School of Management.



Junction Mall Out to Redefine Durgapur's Retail Landscape

– By Shopping Centre News Bureau

Junction Mall is not only recognised as an exciting hang out zone in Durgapur but is also touted as the best shopping mall across the districts of Bankura, Birbhum, Midnapur and Purulia...

Junction Mall, located right at the intersection of Durgapur's commercial centre and NH2, is slowly but gradually becoming a retail hallmark in South Bengal. Adding more to its popularity, it has been ranked as No. 1 place to visit in Durgapur city by popular website Trip Advisor.

Junction Mall, is the brainchild of Primarc, in association with Shrachi Group. Stephen Coates, a globally acclaimed architect from Singapore, executed the structural design and space renditions for the facility. The mall design includes capacious stores, a rooftop multiplex, expansive food court, children's play zone, spacious corridors,



airy walkways and multi-level car parking facilities to accommodate local and outstation visitors. The infrastructure is well equipped in terms of modern technological inclusions and supported by management staff and security.

In an exclusive interaction, **Arijit Chatterjee, COO, Junction Mall Durgapur**, talks about the journey and popularity of the mall.

Tell us about the new and improved infrastructure of the New Junction Mall?

Junction Mall is undergoing renovation and has just completed the first phase. In terms of introduction of improved technologies and new tech implementation, major focus has been given to safety and security and of course to giving visitors a delightful experience.

What role does refurbishment play in increasing the popularity of the mall?

Refurbishment of mall adds an edge in the popularity of any shopping mall. After a certain period of time, all shopping malls need a makeover – a new look and a new experience. It is similar to the re-launch of a mall, adding to its popularity

What is the GLA and total built-up area of the mall?

The GLA is 3.24 lacs sq. ft, whereas the built up area is 4.25 lacs sq. ft.

What are the new technological innovations implemented?

We have added a couple of new technologies including a new, upgraded fire safety and security camera along with a real time tracking system.

What's the new retail mix at Junction Mall like?

We already have moderate mix of brands since we just completed 7

years and our occupancy percent is more than 95 percent. We are hoping to add a few premium brands in the near future.

Which are your anchors, mini-anchors and vanilla retailers?

Among new mini anchors we have TRENDZ Women, PEOPLE, Senco Gold & Diamond. Binge and Mumuso are our vanilla stores.

How is the refurbished food court going to be a major attraction and bring consumers to the mall?

Junction Mall's focus is to become an FEC with time. In the present market scenario, food courts have started playing a very important role in driving retail. With increase in competition from online retailing, F&B has become a strong ally – along with entertainment options – in achieving business objective for all shopping malls today. They play a major role in pulling in consumers to the mall.

What are your plans for going Omnichannel?

We have plans of setting up of interactive mediums of e- portals in the mall in an effort to go Omnichannel. This will provide both online and offline shopping experience to customers.

What are the factors propelling the growth and evolution of the retail market in West Bengal?

The most important factor is the change in consumer buying behavior. Buyers are becoming more aspirational.

Where do you see the retail real estate industry in Bengal in 10 years?

Customers in emerging cities of Patna, Bhubaneswar, Ranchi, Asansol, and Siliguri, along with Kolkata, want the best in every category, then be it lifestyle, fashion, or health & beauty. The region, which once hesitated to experiment, is now displaying an impressive upward retail trend with retail pundits dubbing the East the 'retail market of the future'. ...





DLF Emporio: 10 Years of a Successful Luxury Retail Journey

– By Charu Lamba

In a freewheeling chat with Shopping Centre News, **Dinaz Madhukar, EVP, DLF Luxury Retail & Hospitality**, talks about the journey of DLF Emporio over the past 10 years, the challenges, expansion plans and the future of luxury malls in India...

DLF Emporio is a name to reckon with in the ever-growing luxury retail space in India and the credit for its successful journey, spanning 10 years, goes to Dinaz Madhukar – a stalwart in the hospitality sector in India.

Madhukar has over 24 years of operational experience with The Taj Group of Hotels, India's largest luxury hospitality chain, as General Manager where she led multiple functions. Currently, she is responsible for providing executive leadership and management of DLF's Vasant Kunj Retail Complex including DLF Emporio and DLF Restaurants – including the iconic Set'z. In addition to this, she is responsible for the management of DLF's hospitality vertical, which includes The Lodhi. She also looks after the brand's spanking new luxury addition to the capital – The Chanakya.

Sharing the secret recipe of success, **Dinaz Madhukar's, EVP, DLF Luxury Retail & Hospitality** says, "Luxury, in its very essence, thrives on exclusivity and personalized experiences. Technology, has proven to be a strong ally for the luxury brands and engagement with the audience has become more direct. We use the social and digital media to introduce disruptive content and creative campaigns to connect with our patrons, which leads to a direct impact on footfalls and sales."

In an exclusive interview with Shopping Centre News, Madhukar talks about the journey of DLF Emporio over the past 10 years, the challenges, expansion plans and the future of luxury malls in India.



DLF Emporio has successfully completed 10 years of operations. Tell us about the journey been so far?

When DLF Emporio started operations in Delhi in 2008, there was no antecedence on how to do it right. At that time no other real estate brand had forayed into the luxury retail terrain. For DLF Emporio, therefore, there was neither an example nor a benchmark; however, ten years of successful operations undoubtedly is a coup for the brand.

In many ways, DLF Emporio remains a case study for the luxury retail spaces, across India. The mall is today globally synonymous with Indian luxury retail and has been catalytic in putting India back on the global luxury retail map. The Indian luxury retail trail, begins with DLF Emporio and goes on to set higher expectations for their next luxury project, The Chanakya. This young one-year-old property is wisely curated given its compact nature and is poised to cater to the niche and discerning young and mature digitally savvy audiences.

What, according to you, are the key elements that determined the success of DLF Emporio?

The success of every business depends on understanding the pulse of your customers and pre-empting and adapting to the change in dynamics of the ever-evolving market space.

DLF Emporio has been very cognizant of creating bespoke customer and retailer experiences in keeping with aggressive marketing and promotion plans of its retail partners, and I think keeping pace with and supporting the marketing needs of each retailer and guest, is what has worked for us.

The marriage of hospitality services with luxury retail has been key to best attend the needs of both the retail partner and our guests.

If you were to look at the annual brand properties created by DLF Emporio right from the luxury shopping festival, to

IRF 2018: The Rebirth of Retail Malls

– By Shopping Centre News Bureau

Retail malls are continuously innovating and evolving with the varying demographics and socio-economic composite of consumers and the pace of change is clearly visible from what constituted the mall space in the previous decades to what is currently existing...

ANAROCK released a retail report titled 'Rebirth of Retail Malls: New, Improved and Revitalized' at the India Retail Forum (IRF) 2018 on September 5 & 6, 2018 at Hotel Renaissance in Mumbai. The report highlighted the coexistence of both e-commerce and brick-and-mortar stores on

In cities such as Jaipur and Surat, household incomes are expected to cross ₹800 billion and 26 other cities will cross ₹400 billion by 2020. Considering the rising purchasing power and the consumption pattern in these cities, the slow deployment of physical organised retail there is worrisome," said **Anuj Kejriwal, MD & CEO – ANAROCK Retail.**

corner of the mall, but now, they have turned into places where shopping is more than a mere transaction, it is accompanied by appealing shopping environment with augmented customer experience. To boost footfalls in malls, retailers are reinventing the experiential side of shopping by integrating the merchandising with mobile-friendly marketing

adapt accordingly makes malls successful today. Some of the most innovative existing mall developments world-wide offer over-the-top features such as indoor ski-hills, water parks, theme parks, science centres, zoos, and shooting ranges among others.

The report warned that the lack of physical outlets is allowing e-commerce to flourish in these towns and cities. This main competitor to physical retail is growing rapidly and is expected to cross US\$ 100 billion of value by 2020. The major share of online shoppers in India includes Millennials (Gen Y) aged 18-35 who currently account for 34 percent of the population. The high purchasing power of this online shopping population is insufficiently tapped in these cities due to the lack of good quality physical retail spaces. The report emphasizes on the fact that retailers have several advantages in Tier II & III cities over Tier I counterparts:

- Location charges 30-40 percent lower than in metros.
- Rental values in the range of ₹40-80/ sq.ft. in prime locations as against ₹150 -250/sq.ft. in equivalent metro locations.
- Operating costs 30-50 percent lower than in metros.



parallel grounds, giving an edge to e-commerce retail though in Tier II & III cities. The report stated that physical retail needs to undergo continuous and creative changes to maintain its growth pace.

"Nearly 100 million people out of India's 300-400 million-strong middle class currently live in Tier II & III cities. This indicates that a significant portion of Indian retailers' target clientele lives in the non-metro cities.

Retail malls are continuously innovating and evolving with the varying demographics and socio-economic composite of consumers. The pace of change is clearly visible from what constituted the mall space in the previous decades to what is currently existing. Malls in the past were just shopping hubs with a cluster of few branded stores coupled with few restaurants and cafes tucked into one

concepts. Thus, malls are not mere shopping destinations anymore. Today's top-performing malls are mixed-use businesses that incorporate social entertainment options, provide unique appeal along with certain depth in shopping experience and lie in prime destinations that are easily accessible by both public and private transport. Additionally, the ability to anticipate the changing consumer needs and

While retail sales density in smaller cities will be lower than in metros, adoption of innovative models and diverse product mixes assures retailers not only of survival in Tier II & III cities but also of steady growth. On a larger scale, the report confirms that the Great Indian Mall Story is alive and growing rapidly. As much as 91 percent of retail sales in the country are driven by brick-and-mortar stores in India.

Special Events in Malls

Shopping Centre News brings you a detailed look at some of the most engaging mall activities across the country...

Palladium Mall, Mumbai Celebrates 9th Anniversary

Palladium Mall, Mumbai's unrivaled luxury and lifestyle destination that personifies elegance with a gamut of retail offerings, restaurants, cafes, and spas for shoppers to indulge in, is celebrating its ninth anniversary. Open to consumers since 2009, Palladium offers an eclectic mix of high street and luxury brands.

Celebrating nine glorious years of serving customers, Palladium offered enticing shopping deals on September 26, 2018. As a part of Palladium's one of many efforts to give back to the society, a percentage of the total sales proceeds of September 26, 2018 were donated to Smile Foundation, an NGO that works for the welfare of children. The cheque was given to the Smile Foundation NGO by Bollywood actor Sonakshi Sinha who interacted with the kids during the event. Sonakshi, who has always been associated with charity and such noble causes, brought a bright smile on the kids' faces as she posed for pictures with them.

Commenting on the initiative, Rajendra Kalkar, President (West), The Phoenix Mills Limited, said, "Palladium as a destination always offers something special and engaging for our customers. With nine years of being inundated with love and support from our customers, we thought of giving back to the society and what better way other than associating with Smile Foundation for underprivileged children!"

Palladium, India's first and only true lifestyle destination strategically located at High Street Phoenix, Lower Parel, Mumbai presents an environment that spells refined elegance, while shoppers soak in the retail offerings, restaurants, cafes, spas and more! Promoted by Atul Ruia, Managing Director, The Phoenix Mills Ltd, India's premier retail led, the mixed-used development company, Palladium has redefined the experience of shopping for the high street and luxury labels as well as fine dining & entertainment, under one roof.



Express Avenue to Organise 'The Trunk Show – The Diwali Edition'

Express Avenue will be organising Diwali edition of The Trunk Show, a unique fashion and lifestyle exhibition featuring eminent names in the fashion industry from across the country.

The Trunk Show will feature a wide range of products including apparel, jewellery, accessories, home décor and delicious healthy snacks. There will be activity stalls like a nail art studio, a bangle cart, food stalls to provide shoppers with a fun experience.



Jewellery Brands like Rudraksha, Wizzowl, Sanaa's Terracotta Jewellery, Artisan by Akansha will showcase their finest collection of intricate designs. Experts in Home Décor like Utsav by Smita, Sanskruthi, Accentuate, Ashvita, Purple Dreamcatcher, Future Farms, Avec Amour will also be part of the show.

For apparel lovers, there will be a huge lineup of clothing brands like Sarangi, Kaveri, Aquaab, Zari, Shashi & Shika, J'Kriti, Vivek's Boutique who will showcase their breath taking collections. Brands like Stiletto's, Timeless Ascent, Glitter Arty, Sanaa's Terracotta Jewellery will be present with their stunning accessories. Indulge in mouth-watering goodies and desserts at Winterfell, Hungrezi, Mai, Nutrilicious, Love to Eat, Sweet tooth Fairy, Zitter Chocolates to excite your shopping experience.

As part of The Trunk Show, Express Avenue proudly presents a vintage-themed Fashion Show featuring Lakme Fashion Week Designers at Café Glitterati Atrium, at 4:00 PM, September 17.



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