



## Fashion Saga to showcase bridal wear in Mumbai

By [Isabelle Crossley](#) - 19 December 2017

The Fashion Saga wedding and lifestyle fair is set to take place in Mumbai on February 7 and will be hosted by the actress Mahima Chaudhry and the event planner Araaz Shows.



The Fashion Saga wedding and lifestyle fair is set to take place in Mumbai on February 7 -  
The Fashion Saga event- Facebook

The Fashion Saga aims to bring a “fresh stance to wedding and lifestyle expos” and the event will bring in over 50 Indian bridal fashion labels for future brides and grooms to shop. This business to customer event will focus on the bridal trousseau and hopes to be a one stop shop for wedding attire. Along with clothing and jewellery, Fashion Saga will also showcase lifestyle products and gifting options by a

range of brands.

The venue for the event has been set as Mumbai's Blue Sea Catering and Banquets which is located at the Worli Sea Face and the time has been set for February 7 from 11am to 7pm. Registration is currently still open for brands and stalls. Designers from the mid-section and "value for money" section of the market are encouraged.

The Fashion Saga is one of many wedding fashion shopping events that are currently popping up in India's metros. Events that bring together an array of brands are fast becoming a go-to retail strategy to boost consumer spending in India. This is something that brands are really trying to push following the slump brought on by last year's demonetisation and July's GST roll out and, with the continuation of events such as this, the investment appears to be paying off.

By Isabelle Crossley

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