

Beautiful Brides by Lakmé Studio
Introducing three gorgeous authentic bridal looks at Lakmé Fashion Week

Mumbai, 19th August, 2011: Kick starting the bridal season for the year, Lakmé Studio unveiled its bridal look book for 2011 by demonstrating three gorgeous looks from across the country at Lakmé Fashion Week Winter/Festive 2011. With a complete collection of eight stunning bridal looks, this look book is a must have for every Indian bride to make her big day absolutely perfect. ***Eight Bridal themes that form the look book by Lakmé Studio include looks for the north Indian bride, Tamil bride, Muslim bride, Kannada bride, Gujarati bride, Catholic bride, Bengali Bride among others.***

Encompassing bridal looks from regions across India, Lakmé Studio unveiled three captivating looks defining a Punjabi bride, a Muslim bride and a Tamil bride. Keeping in mind the contemporary Indian woman these looks depicted confident and individualistic women who are not afraid of experimenting with their looks while remaining true to their culture and heritage.

Draped in magnificent bridal creation by eminent designer **Sabyasachi Mukherjee** and complimented perfectly by exquisite jewellery by **Cappuccino Collections**, these three gorgeous models were transformed into the most beautiful brides by **Lakmé Studio experts Sudeep Grover and Pallavi Symons**. They demonstrated distinct Punjabi, Tamil and Muslim bridal hair and make-up on each of these gorgeous models. Each look not only defined their distinct personality but also represented their rich traditional attributes.

The Punjabi Bride was given graceful tones of pink and accentuating her delicate femininity. Silver dusted eyes and blossom pink cheeks gave her a spectacular yet elegant charm. With her hair done up in a layered bun, the bride made a spectacular sight, representing the lavish and rich weddings in northern India.

The Muslim Bride in all her glory was given royal shades of gold and green to bring alive her rich heritage. Deep emerald lined eyes with metallic colours donning her lips she represented the demure yet stylish and confident Muslim woman. A long embellished braid completed her dazzling look.

Unveiling the glorious culture and traditions of south India, **the Tamil Bride** exemplified earthy tones with a tint of gold highlighting her cheeks. Shades of brown decorated her lips, with gorgeous flowers in her hair completing the look.

Speaking on the occasion, Mr. Anil Chopra, CEO Lakmé Lever said, *“Exploring bridal expressions of the contemporary Indian woman is the soul behind the bridal expertise at Lakmé Studio and Salon. With India being a country of such diverse cultures and traditions we understand that no two brides are alike and each of them takes pride in exemplifying her roots with the way she dresses on her big day. With the launch of this new look book we offer our expertise and welcome every Indian bride to Lakmé Studio & Salons. We partner every bride in the preparation for the ‘moment’ of her life!”*

Lakmé Studio and Salon’s team of experts offer customized pre-bridal and bridal treatments

according to each bride's individual need. In consultation with the bride-to-be, the experts guide her to treatments that would replenish and rejuvenate her skin and hair for an added glow at the momentous occasion. Personalized looks are created for her hair & makeup, keeping in mind her wishes and desires and the nature of the many special wedding functions, such as mehendi, sangeet, wedding and reception. Since many brides are nervous about their big day and want to avoid surprises, Lakmé Studio and Salon also provide a trial service for the bride-to-be.

In order to meet the requirements of the brides, Lakmé Studio also has a dedicated bridal section. Brides can experience an entire gamut of beauty services to ensure they are fully prepared for their big day, from basic services to advanced treatments for hair and skin, such as Hair Caresse or Eminence Organic facials. Lakmé Studio and Salon also offers 'Friends of the Bride', an interesting package for the bride's family and friends.

About Lakmé Lever

Lakmé Lever Pvt. Ltd (Lakmé Lever) is dedicated to the contemporary Indian woman's exploration of the fine art of beauty. It operates India's first and leading chain of Lakmé Studios and Salons that offer expert services in Hairstyling, Skin and Beauty care. The studios and salons offer a differentiated experience, delighting women by the expertise of their professionally trained hair designers, hair artists, skin experts and consultants, and now to men also

Lakmé Lever also operates Lakmé Academies in partnership with Pivot Point, USA, world leader in 'beauty education'. Combining international cosmetics, hair and skin care technology with an in-depth understanding of the Indian woman's needs, Lakmé Studios and Salons offer their customers a holistic 'Beauty Sutra' experience.

Lakmé Lever has a presence of 150 Lakmé Salons at premium locations in 34 cities.