



A COUPLE'S GUIDE TO THE PERFECT WEDDING

Though wedding celebrations are now a small affair, it still requires a whole lot of planning and meticulous execution. Co-curators Neha Seth Arora and Manoj Gopalani's first-ever virtual wedding fair, The World of Weddings, is a three-day experiential affair that promises to be an excellent platform for prospective couples and their families to connect with the best suppliers of the wedding industry

Weddings in India are unlike any other and making it even more exceptional are the ceremonies and rituals that come with it. The festivities commence months before the D-day with a whole lot of planning in place. However, the global pandemic has transformed the entire scenario as most couples have been compelled to postpone their fairy-tale wedding. But with the country slowly opening up, families that have chosen to move forward with their special day during the pandemic, have sparked off a trend of intimate weddings with a definite guest list, often in an outdoor setting.

Although wedding celebrations are now a sociable affair, it still requires an army of people to ensure everything works out as planned. To address the host of wedding woes during a pandemic, co-curators Neha

Seth Arora and Manoj Gopalani have announced the first-ever virtual wedding fair, The World of Weddings (TWOW), a three-day experiential affair from 23rd to 25th October 2020 in collaboration with Hyatt Hotels, an associate sponsor. TWOW was conceptualised as a holistic platform to provide consumers direct access to the finest stakeholders and thought-leaders from the industry and all this, from the comfort of your home.

An immersive, one-of-a-kind online event, TWOW is a one-stop-shop bringing together the finest players of the wedding industry to not only network but also have one-on-one interaction with potential clientele. Bridging the gap between end consumers and partners from the wedding fraternity, the fair offers a virtual lobby,

dedicated auditoriums, and immersive galleries that will showcase design mavens like Masaba Gupta, Archana Kochhar, and Nivedita Saboo and jewellery label like Notandas Jewellers. TWOW also offers easy access to some prominent names from the field of photography like the Wedding Story and Israni Photography. Also, onboard are names like Vinod Sumit and Laadi Sangeet Maker for a perfect sangeet night.

At TWOW, you will not only get a chance to meet make-up artists like Ojas Rajani and Bianca Louzado but also attend masterclasses and get styling tips from Mohit Rai and Aastha Sharma of The Wedding Style Project. A show dedicated to the wedding industry is incomplete without wedding planners. TWOW has signed up with Horizon WIE, VV Weddings, Dreamz Krraft - The wedding company, and Pink Whistle Man by Ranjani, and décor stylist like Vivaah, Spree Designs, and Pulp Fiction. Hospitality brands like Minor Group and Hyatt Hotels (also an associate sponsor) have been locked in for the show. While media and entertainment companies include Wedding Sutra (media partner) and Red Entertainment.

TWOW is a virtual extravaganza that revolves around three pillars; experience, engage, and evolve with the modern world of weddings. Experience carefully curated products and services, engage with industry experts, expand business opportunities, explore the bigger picture, and evolve with the ever-changing realm of the industry. So, go ahead and sign up for this one-of-a-kind extravaganza that promises a wedding planning experience like no other!

For more information, visit Twow.in, email info@twow.in, call +91 9930368477 or follow @twowexp on Facebook and @twow_exp on Instagram

