



THOMSEN

Comfort that breathes

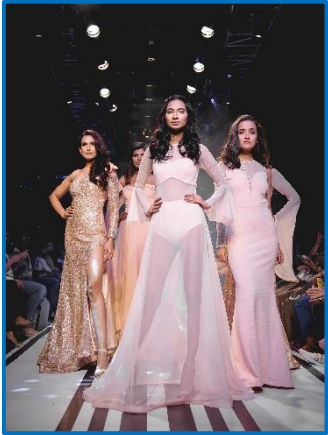
TITLE SPONSORER

16TH – 18TH MARCH 2019

**ASIA
LIFESTYLE
WEEK**



HIGHLIGHTS





COVERAGES

ASIA
LIFESTYLE
WEEK



OF GLITZ AND GLAMOUR

A live jugabandi and scintillating Bruna Abdullah's ramp walk scorches the Capital at the Asia Lifestyle Week's first season

PRATYUSHA CHATTERJEE
THE ASIAN AGE

Glitz, glamour and razzmatazz. It was all about high fashion and up style sensibilities. Recently Bruna Abdullah, famous for Grand Masti, Bollywood movie, looked stunning as she flaunted the gorgeous ensemble of Amaavi by Khushbu Davary at Asia Lifestyle Week. Raising the mercury level of the capital city, the event was all about haute couture. It was an interesting gig where the singer Zubin sang and the stunning beauty Bruna Abdullah walked the ramp. It was 1st time live singing and fashion walk together on the runway.

Asia Lifestyle Week presented by Thomsen showcased a three-day lifestyle extravaganza in Delhi on March 16-18. While the first two days have displayed exhibition, the last day witnessed a gala fashion show. With the theme of fashion, culture and lifestyle the event was a one stop platform for all your sensibilities. The designers showcased different hues and shades of spring. They promoted varieties of culture and tradition of Asia.

Amaavi by Khushbu Davary showcased journey from darkness to light at the show. The collection of Singapore fame Evanna by Vandana Talwar was all about free spirit. It featured lightweight silhouettes in satin, silk satin, georgette, chiffon and fine silks that are perfect for a summer wardrobe. Kiki Diva by Mayura displayed only combed and organic yarn. Tina Ranka showed bright colours beautiful embroidery, stones and drapes that make outfits more classy and wearable. Adi by Aditya Khandelwal was an amalgamation of innovative and design to assemble a

niche high end collection appealing to the masses that are on the lookout for style statement masterpieces. Rosy Ahluwalia showcased on the theme of sufi and displaying ensemble in white. Ashfaq Ahmad showcased at the Grand Finale section displaying high end couture with perfect hand work and embroidery.

Asia Lifestyle Week is a new generation Fashion and Lifestyle event, conceived and conceptualised to showcase the opulent and inspired rich Asian culture. It aims to align the aesthetically perfect regional fashion and lifestyle scenario with the global trends to ensure greater outreach to designers and brands. The event is organised by Asia Lifestyle Week, Celebshine India and Stratton Leo Communication.

Also, Thomsen Germany showcased the entire range of their products: pillows and mattress at the exhibition. Talking about the display, Yashwant Pratap Singh, Country Head (India), Thomsen, says, "For the first time we exhibited the entire range of Thomsen products in India. This was a great opportunity to meet and greet our prospective dealers and buyers. This was a great platform for cross vertical promotion as well."

The organiser, Celebshine, is all kicked up for the event. Speaking about which, Gargi Sharma, Celebshine, says, "We have introduced the season of fashion and glamour with Asia Lifestyle Week. While the exhibition exhibited the best of latest trends in the lifestyle industry, different designers showcased their latest collection on the ramp."

Amaavi by Khushbu Davary showcased journey from darkness to light at the show

1. Bruna Abdullah for Khushbu Davary
2. Evanna by Vandana Talwar
3. Still from Khushbu Davary's show
4. Adi by Aditya Khandelwal

एशिया लाइफस्टाइल वीक सीजन-1

लाइव सिंगिंग और फैशन रनवे पर एक साथ

सिंगर जुबिन की लाइव सिंगिंग पर बरुना अब्दुल्ला ने एशिया लाइफस्टाइल वीक में रैंप वाक की

हरियाणा मेल ब्यूरो » नई दिल्ली

हाल ही में, बॉलीवुड फिल्म ग्रैंड मस्ती के लिए मशहूर बरुना अब्दुल्ला ने एशिया लाइफस्टाइल वीक में खुशबू दावरी द्वारा अमावी के भव्य पहनावा को पहन कर रैंप वाक की। दिलचस्प बात यह थी की पहली बार लाइव सिंगिंग और फैशन रनवे पर एक साथ दिखे। सिंगर जुबिन की लाइव सिंगिंग पर बरुना अब्दुल्ला ने एशिया लाइफस्टाइल वीक में रैंप वाक की. थॉमसन द्वारा प्रस्तुत एशिया लाइफस्टाइल वीक 16-17-18 मार्च, 2019 को नई दिल्ली में डीएलएफ प्लेस साकेत में हुआ जहा पहले दो दिनों फैशन एंड लाइफस्टाइल एक्ससिडिबिशन ने अपना जलवा भिखेरा वहीं अंतिम दिन गला फैशन शो का प्रदर्शन हुआ।

फैशन, संस्कृति और जीवनशैली के विषय के साथ यह आयोजन आपकी सभी संवेदनाओं के लिए एक मंच था। डिजाइनरों ने वसंत के विभिन्न रंगों का प्रदर्शन किया। उन्होंने एशिया की संस्कृति और परंपरा की किस्मों को बढ़ावा दिया।

थॉमसन जर्मनी ने अपने उत्पादों की पूरी श्रृंखला का प्रदर्शन किया। प्रदर्शन के बारे में बात करते हुए, यशवंत प्रताप सिंह, कंट्री हेड (इंडिया), थॉमसन ने कहा, पहली बार हमने भारत में थॉमसन उत्पादों की पूरी श्रृंखला का प्रदर्शन किया। यह क्रॉस वर्टिकल प्रमोशन के लिए भी एक बेहतरीन मंच था। यह कार्यक्रम एशिया लाइफस्टाइल वीक, सेलेबराइन इंडिया और स्ट्रैटन लियो कम्प्युनिकेशन द्वारा आयोजित किया गया है। गार्गी शर्मा, आयोजक सेलेबराइन ने कहा, हमने एशिया लाइफस्टाइल वीक के साथ फैशन और मलैमर के मौसम की शुरुआत की है। जबकि प्रदर्शनी ने लाइफस्टाइल उद्योग में नवीनतम रुझानों का सबसे अच्छा प्रदर्शन किया, वहीं दूसरी ओर विभिन्न डिजाइनरों ने अपने नवीनतम संग्रह को प्रदर्शित किया।

Three days of glitz, glamour and razzmatazz end on a high note



A view of Tina Ranka's show which portrayed bright colours, beautiful embroidery, stones and drapes that make outfits more classy.

EXPRESS FEATURES

GLITZ, glamour and razzmatazz - it was all about high fashion and up style sensibilities. Bruna Abdullah, famous for Bollywood movie Grand Masti, looked stunning as she flaunted the gorgeous ensemble of Amaavi by Khushbu Davary at Asia Lifestyle Week.

Raising the mercury level of the Capital, the event was all about haute couture. It was an interesting gig where singer Zubin sang and the stunning beauty Bruna Abdullah walked the ramp. Significantly this was the first time that there was live singing with the fashion walk on the runway.

Presented by Thomsen, Asia Lifestyle Week showcased a three-day lifestyle extravaganza recently at DLF Place, Saket. While the first two days were dedicated to exhibition the third day witnessed a gala fashion show. The designers showcased different hues and shades of spring, promoting a variety of Asian culture and traditions.

Amaavi by Khushbu Davary

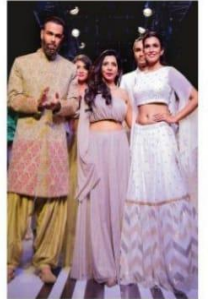
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Adi by Aditya Khandelwal was an amalgamation of creative bursts of innovation and design to assemble a niche high end collection appealing to the masses that are on the lookout for style statement masterpieces.

Rosy Ahluwalia showcased on the theme of sufi and displaying ensemble in white.

Ashfaq Ahmad showcased at the Grand Finale section displaying high end couture with perfect hand work and embroidery. Thomsen Germany showcased its entire range products, including pillows and mattresses.



Rosy Ahluwalia's show

Lifestyle Week

It was a three-day extravaganza held at DLF Place, Saket. The first two days were dedicated to exhibition.



THOMSEN COLLECTION



THOMSEN 8 inch latex

Vita Talalay Latex
Luxurious, Breathable
Conforms to the body shape

20 CM
5cm Vita Talalay Latex
15cm High Density Support Layer

THOMSEN AIR

Vita Talalay Latex
Luxurious, Breathable
Conforms to the body shape

20 CM
10cm Vita Talalay Latex
10cm High Density Support Layer

THOMSEN BLISS

Vita Talalay Latex
Medium Configuration
Creates a Slightly Stronger Feel

20 CM
10cm Vita Talalay Latex
10cm High Density Support Layer

THOMSEN PARADISE

Vita Talalay Latex
Supportive Feel
Comfortable Sleeping Surface

20 CM
10cm Vita Talalay Latex
10cm High Density Support Layer

THOMSEN LUXUS

100% Vita Talalay Latex
Conforms to the Body Shape

20 CM
10cm Vita Talalay Latex Comfort layer
10cm Vita Talalay Latex Support layer

-  **NO MOTION TRANSFER**
-  **CLIMATE CONTROL**
-  **10 YEAR WARRANTY**
-  **SAFE FOR SENSITIVE SKIN**
-  **ANTI DUST MITE**

DORMIO COLLECTION



DORMIO LATEX WITH MEMORY FOAM

High breathability & moisture regulating properties
Anti dust, mite, mold & mildew proof
No motion transfer with back pain relieving properties

15 CM

2.5cm Talalay Latex
2.5cm Memory Foam
10cm Polyurethane Foam

DORMIO LATEX

High breathability & moisture regulating properties
Anti dust, mite, mold & mildew proof
No motion transfer with back pain relieving properties

15 CM

2.5cm Vita Talalay Latex
12.5cm Polyurethane Foam

DORMIO DUO COMFORT

Can be flipped around depending on the season & requirement
Anti dust, mite, mold & mildew proof
Dual layers of soft and firm

12.7 CM

6.35cm soft high-resilience foam
6.35cm firm high-resilience foam

DORMIO MEMORY FOAM

Temperature sensitive and respond to body temperature
Supports the spine and joints
Adapts to the body shape

15 CM

2.5cm Memory Foam
12.5cm Polyurethane Foam



NO MOTION TRANSFER



CLIMATE CONTROL



10 YEAR WARRANTY



SAFE FOR SENSITIVE SKIN

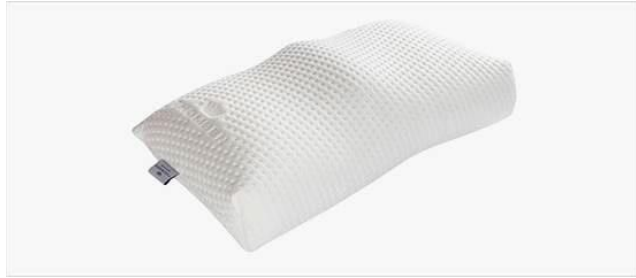


ANTI DUST MITE

PILLOW COLLECTION

Anti-snoring Pillow

Size: 62 x 30 cm



THOMSEN Ortho Plus

Size: 62 x 30 cm



THOMSEN Ortho Classic

Size: 62 x 30 cm



THOMSEN Classic

Size: 67 x 38 cm



THOMSEN Tinnitus

Size: 62 x 30 cm



PILLOW COLLECTION

Superflock Vario

Size: 67 x 38 cm



THOMSEN Normo

Size: 67 x 38 cm



Thomsen orthopedic Wedge pillow



Lumbar Pillows



BLOGGERS



**THANK
YOU**