

Lulu Happiness

ISSUE 03 VOL 01 MARCH 2015

THE LULU MALL MAGAZINE



WE'RE TURNING TWO!

Come join us for our second anniversary celebrations.



OFFICIAL LIFE STYLE
PARTNER OF



LOOK WHO IS
HAVING A **BLAST!**



Wizup.in
Happiness, Food, Drink & More in Kerala



Happiness



FWD life
PREMIUM LIFESTYLE MAGAZINE

FWD Media
FWD Media (P) Ltd.

Forward Media Pvt. Ltd, 9th Floor, Bhageeratha Square,
Banerji Road, Cochin, Kerala – 682 018

+91 9809010111 / 20222/30333 ✉ info@fwdmedia.in

📱 @fwdlifemag 🐦 fwdmagazine 🌐 www.fwdlife.in

Amul

The Taste of India

Real Milk.
Real Ice Cream.

Amul

F-84, First Floor
LULU Mall, Cochin.

CELEBRATING TWO YEARS OF HAPPINESS



Dear Friends,

It is truly overwhelming to watch people love us and our magazine, Lulu Happiness. It has been two years since Lulu Mall has started and what a great experience it has been. From enjoying the spirit of shopping, the fast changing trends in fashion, keeping up with the latest gadgets, showing movies that people connected with, having great moments from chats in the cafe to celebrations over dinners, and children enjoying their games, Lulu Mall is just not about happiness, but celebrating your way of life. Commemorating the second anniversary of Lulu, here is a new issue to get you all started with the celebrations.

Summer is here. A season that bustles with life and zeal. The mall turns boisterous. After all, summer is a time for families to spend together and for kids to enjoy their holidays to the fullest. Lulu Mall and all the 200+ stores guarantee ultimate fun and indelible moments with your loved ones. With delectable food, exciting offers and fun games, Lulu Mall is all geared up for an entertaining summer. Come, visit us with your family and join in our happiness.

Hope you enjoy reading Lulu Happiness, as much as we enjoyed making it. For the first time, here we are, on the cover page with some of the thousands of people who have been working day in and day out to keep the mall running. Happy Summer!

Ashraf Ali M.A.
Publisher



Ashraf Ali M.A.
Executive Director,
Lulu Group

Nishad M. A
Director,
Lulu Mall

Shibu Philips
Business Head,
Lulu Mall

Aiswarya Babu
Asst. Manager,
Marketing



Editor
Abraham Tharakan

Pages Editor
Aabha Muralidharan

Lead Photographer
Junson Abraham

Asst Photographer
Suneesh Suresh Manish. M

Creative Head
Pankaj Sadasivan

Design & Layout
Sojan Sunny

For Advertisements
Athira Nampiathiri
marketing.lulumall@gmail.com
Tel. 8943348452

AWARDS & MILESTONES SO FAR



1

2

3

4

5

6

Lulu Mall has been listed among the top 10 checked-in or visited places in India as per Facebook's 'Year in Review' data showcasing the most-talked about topics and places from across the world in the year 2014.

Award for Retail Excellence – Retail Marketing Campaign of the Year (Online) 2014

7

Finalist at The Asia Pacific Shopping Centre Awards by the ICSC in the category 'Social Media Digital Campaign'

Images Shopping Centre Awards - Most Admired Shopping Centre Design Of The Year 2013

8

Asian Shopping Mall Leadership Award for Most Admired & Socially Responsible Shopping Mall of the Year 2014

Listed as the 7th most successful mall in the country by Knight Frank India

9

The Images Most Admired Shopping Centre Of The Year 2014 – Non-Metro (South)

The Indian Concrete Institute Award for the Best Concrete Structure in Kerala – 2013

10

Indian Retail Award 2014 for Best CSR Initiative of the Year

Government of Kerala & Kerala Tourism has listed Lulu Mall as a must visit place in Kerala

11

Asia Shopping Centre and Mall Awards – Shopping Centre of the Year (South) 2014

A La mode®



Lead The Trend

Available across leading stores in India

In picture: Checks Shirt and Chinos

Contact Us: +91-22-2437 7763

+91-93230 31377

info@alamode.in | www.alamode.in

[f/alamode.in](https://www.facebook.com/alamode.in)



◀ Happy Socks

Born with a vision to turn an everyday accessory into a designed colorful product, spreading happiness with a rigid standard of ultimate quality, craftsmanship and creativity, Happy Socks is a Swedish brand incorporated in 2008. It's in more than 70 countries across all continents.

The collection of socks features an almost endless variety of models and designs, crossing a wide spectrum of color combinations, materials and textures.

Pull up a pair of high-quality socks for every occasion, mood and style. Now available on the First Floor of Lulu Mall.



▲ Amul Scooping Parlour

Amul has always taken care to offer delectable flavors to all age groups across the society. Over the years, Amul has added diverse flavors to its range of ice creams so that one can have a variety of choices. It offers a selection of almost 220 products with flavors ranging from exotic Honey Banana to Kesar Pista and many more. Enjoy Amul scoops on the First Floor of Lulu Mall.

Skechers

Skechers products are popular in more than 100 countries across the world. Skechers is an International Lifestyle & Sports footwear brand. Skechers designs more than 3000 Styles for men, women and children. America's No. 1 Fashion Footwear is now available on the Second floor of Lulu Mall.



▲ Label M

Label M is a designer bridal wear boutique, that is helmed by designer duo Anu & Reshma. The brand stands apart from the rest creating unique designs - modern yet classy. Label M carries a gorgeous collection of designer anarkalis, lehengas, gowns, sarees and everything which makes you look unique for any occasion. Anu and Reshma gives you the privilege to place custom orders for your special occasions on the First Floor of Lulu Mall.



▲ Aurelia

Aurelia has redefined the traditional Indian outfit to something that a woman can wear and look simple, yet stylish. With a view of giving the Indian woman innovation in her day wear and to infuse a dose of excitement in her wardrobe. Aurelia offers its customers contemporary, fashionable & styled garments that complements a woman as she seamlessly transits from office to smart casuals. The Aurelia assortment consists of everything ranging from salwar kameez, tunics, work wear and festive wear, so that every woman has an ample spread to choose from their store which is in the First Floor of Lulu Mall.



▲ Lavie

Lavie aims to appeal to the Gen Y woman who has high ambitions & lives with an impulsive spirit. Understanding a woman's need for perfection, Lavie provides them with a wide range of bags to choose from, something to match all your outfits and suit the many occasions. Lavie opened its doors to the fashionable people of Cochin at Lulu Mall's Second Floor.

▶ Mothercare

Mothercare carries a reputation for specialism, quality, safety and innovation in providing products and services for mothers, mothers-to-be, babies and young children. Mother care is a specialist retailer of products for mothers-to-be, babies and children up to the age of eight. The brand offers a wide range of maternity and children's clothing on the Second Floor of Lulu Mall.



▶ Adidas Originals

The latest Adidas originals now on Second Floor at Lulu Mall, boasts of some of the most classic and versatile sneakers- the Stan Smith and superstar. The key philosophies associated with the brand are- creativity, individuality and self-expression. Originals has a strong following in India today and one can often see celebrities such as Ranveer Singh, Ranbir Kapoor, Deepika Padukone and Alia Bhat sporting the trefoil.



▲ Kaya Skin Bar

The Kaya Skin Bar is a new retail format designed to cater to the needs of today's modern Indian woman and man, who are always on the move. The skin bar houses over 50 specialized Kaya products catering to everyday skin care needs of specific skin concerns like acne, sensitive skin, pigmentation, aging, fairness, hair, etc. The store is located on the First Floor of Lulu Mall.

▶ Red Moments

"You imagine... we Print". Red Moments Giftings Pvt. Ltd. is a trendsetter of innovative personalized and corporate gifting. The gifts really stands out! You can add and imprint photo, date, name, monogram, special messages and many more options for more than 140 products. Make your way to the Second Floor, Lulu Mall.



CONTENTS



36 Celio
Stay casually stylish with this international brand

32 Pavers England
Step out in comfort this season

40 Nokia
There's a whole range of new products in store!

10 We're Turning Two!
As Lulu Mall celebrates its second anniversary, share in the stories behind this successful urban landmark of Kochi.

28 Sunny Side Up
Your hand guide for the summer

44 Club Mahindra
Unbelievable getaways to create magical moments





omra

traditionally modern

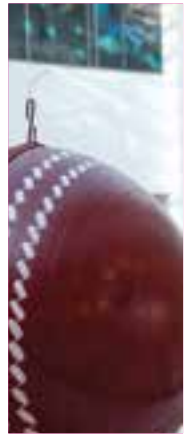


chudidar sets
lehengas
skirts
palazzos
kurtis
tops

make a style statement

chakra.in@gmail.com

WE'RE TURNING TWO!



Two blissful years of spreading happiness! In this anniversary issue, read what people have to say about Lulu. People who have been working with the mall right from the day the foundation was laid to all of us who see it as our ultimate shopping destination.

Find out more about the anniversary special events that are going to happen and enjoy surfing through Lulu's summer collection. Catch up with what's new with the mall's services and, of course, some of the stories behind the mall's coming!

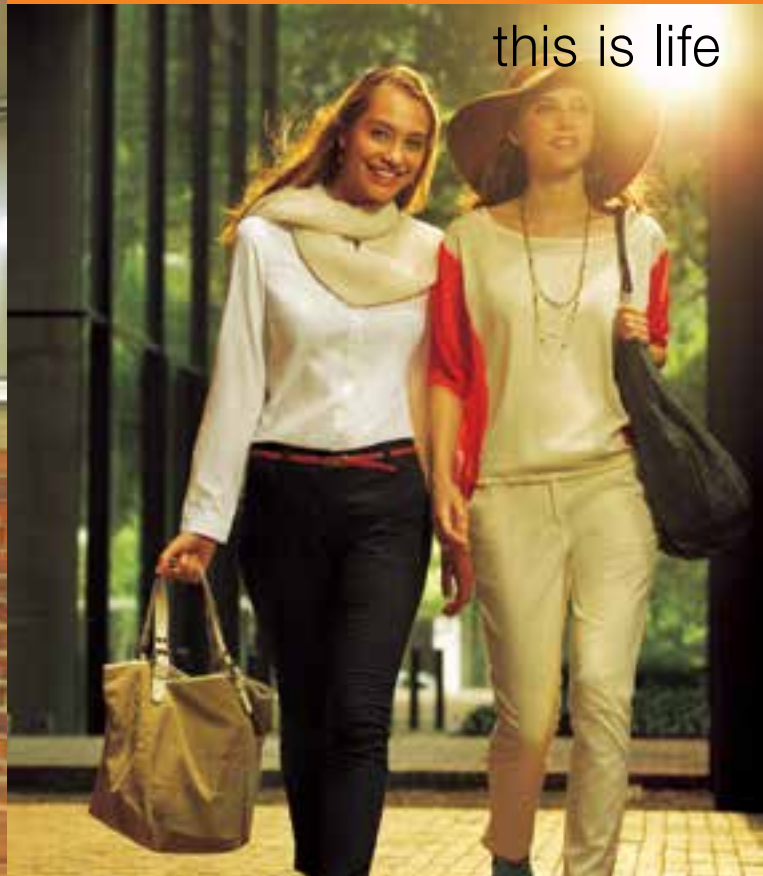
Cheers to a good read!





SCULLERS

this is life



PANORAMA OF JOY

*Behind the business of happiness,
have a look into your favorite
shopping destination!*



FOOD COURT



THE ATRIUM

The last time you went to Lulu mall was a different experience from your first, wasn't it?

The place is effervescent with joy and creativity, and there's always some new installation. From the bright danglers to enticing posters, you love to see what's put up in the stores and the eye-catching mannequins don something new. As the seasons change, it's a feast for your eyes, whether it's Valentines day celebrations dappled with crimson hearts or even as Christmas approaches, you look forward to seeing the huge Christmas tree. What's your fondest Lulu memory? There must be quite a few. For some it may be a place of leisure, a place of shopping therapy, a food haven, the spot to let your ideas just hover, the best place to enjoy your movies, perhaps the destination to enjoy video games or try your luck at the ice rink. Innocent, actor and MP, once said, "I remember when I saw Lulu mall in Dubai for the first time. It's such a big institution with so much under one roof. There is a magic there that makes you want to visit the mall, even if you get the same stuff elsewhere. We never expected such

a mall in Ernakulum. After it has come, the mall has made people feel that it is theirs. It might not be mine, but I take pride in it. We are all proud of our Lulu Mall." Although everyone has their personal association, one common view is that Lulu is a world of ours that's specially suited to our taste.

Landscape Transformation

Somewhere around the year 2012, there was so much of curiosity looming, as the architectural wonder was slowly unraveling. Now Lulu Mall is buzzing as usual, and there you see the crowd laden with shopping bags and big smiles on their faces. One cannot imagine how Kochi was before Lulu Mall came. It's been only two years, but Lulu is an important part of us. It's a place that's marked its recognition around the world, and it's a destination one can never miss. Even the buses, have Lulu stuck on its signboard! Rima Kallingal aptly quoted, "The Edapally traffic signal was first known as the station Kavala. Then we started calling it the Edapally signal. But now it is recognized as the Lulu signal."



"I am extremely happy and proud that we have been able to create and sustain a global shopping experience. The response has been overwhelming and we are constantly trying to exceed the expectation and imagination of our customers through our products and services."

Nishad M A,
Director, Lulu Mall



JOY RIDE



“Today as per record, we have a 3.6 crore population who have visited this place. Facebook declared us as the 7th most visited location in India.”

Shibu Philips,
Business Head of Lulu Mall

Situated at the heart of Kerala, Lulu is also a project that’s very close to Mr. Yusuff Ali. Lulu started off in the Middle East; it has about 110 hypermarkets of which the demographics of the customers are a majority of Indians (80%), of which Malayalis are a pivotal percentage. It was a simple yet complicated idea that mushroomed into a successful mall, which now has around 8000 regular customers on a daily basis. It was said that the success of the mall lies at its foundation—the roots of Kerala.

Ideal Location

Going beyond Dubai, Lulu decided to come down to Kerala. Understanding Kerala’s market quite well, Lulu was confident of positioning itself as an iconic shopping destination. It was foreseen that shopping malls were trending; that encouraged the team to create the biggest mall. When Mr. Yusuff Ali was planning, he aimed for the biggest and the best.

Best in types of materials, contractors, brands and the management said Mr. Shibhu Philips, the Business Head of Lulu Mall. Agreeing to that Rimmi Raj, the Marketing Manager of Club Mahindra said, “A good thing about Lulu is that it’s a huge feat in India, and it has kept up with international standards. It makes shopping easier with its wide selection, and it’s the final touch point.” This of course came with intense planning, and everything started to fall into place in the year 2000.

Hunting for an ideal location was not a challenge; Kochi was spot on. It being the business city of Kerala made the decision simpler. There’s no doubt, Lulu has transformed beyond a landmark. It’s an economic boon and cultural icon now. Deepak L. Aswani, Co-Chair of FICCI Kerala State Council & Former Chairman of Kerala Chamber of Commerce & Industry said, “Lulu is the largest showpiece in the country now. Everything



Being human

CLOTHING

SPRING
SUMMER
2015

MANDHANA INDUSTRIES LIMITED IS THE GLOBAL LICENSEE FOR BEING HUMAN CLOTHING.

PULPINDIA.COM

BEING HUMAN SUPPORTS THE TWIN CAUSES OF EDUCATION AND HEALTHCARE. EUROPE INDIA MIDDLE EAST NEPAL SOUTH AFRICA
BEINGHUMANCLOTHING.COM f/BEINGHUMANCLOTHING t/BEBEINGHUMAN @/BEINGHUMANCLOTHING #/BEINGHUMANCLOTHING @/BEBEINGHUMAN
FIRST FLOOR, LULU INTERNATIONAL SHOPPING MALL, NH 47, EDAPALLY



TOP ANGLE OF THE ATRIUM

is so professional, meticulous and well maintained. This is a good thing about Lulu. We are looking forward to more expansion and being together.”

Architecture

Master architect Louis Kahn was heard to say ‘a great building must begin with the immeasurable, must go through measurable means when it is being designed and in the end must be immeasurable.’ The fact holds true for Lulu Mall. The impact of the mall has been immense with millions flocking to enjoy not just what the enterprise has to offer but the well designed spaces as well. Happiness at Lulu Mall is definitely immeasurable. “The land where Lulu

stands now was a marshy land. I have seen the building grow; from the mall to the 21st floor of the Marriott hotel. I feel proud of it,” Babu Varghese, the Project Director of Lulu mentioned. It’s difficult to fathom how the workers constructed a massive mall like this. While this mall was being constructed, a lot of effort was taken in furnishing it with the right material. Lulu kept up with the international standards and stands on par with the malls in the Middle East. It was a surprising fact to know that almost all materials were imported for the Dubai mall. When it came to Kerala, it was blessed with natural resources. From stones to steel, everything was locally available.



LEFT WING OF THE ATRIUM

There were certain things that we imported from China. For example, the Hypermarket has got a special type of flooring.

As the specifications have been looked into, so were the design philosophies. The engineers were headstrong about prioritizing the function over aesthetics. Every minute detail has been planned diligently, from the entrance to the exit. The design philosophy as mentioned is: safety, function, and structure.

The building has maintained a clever combination of both function and aesthetics. It has been taken care of by the strategically placed entry/exit points, parking areas, utilities and facilities, triple height atrium, wide corridors and the

design of the circulation pattern. Utilities are also placed similarly. Much thought has also gone into the use of materials, railing and stairs design. It is evident that the flow of people has been intensely studied, as the lifts, escalators and similar facilities are strategically located. The success of the design is that it welcomes everyone alike. Function and form weigh equally here. It is not just a great building but a legacy for the city.

Space Orchestration

Located at a very traffic centered area and important junction, Lulu's construction was based on a lot of decisions. "As you know the mall has two entries," Babu Varghese said, "the

HOW WILL YOU RATE
THE MALL IN GENERAL?



90% EXCELLENT

10% GOOD



"Lulu has changed the modern retail experience in Kerala. It has brought international shopping standards and experiences to the tier two city, Kochi"

P.A Nishad,
Business Head, Lulu Retail

HOW WOULD YOU RATE THE MALL IN TERMS OF RANGE OF PRODUCTS?



80% EXCELLENT

20% GOOD



MALL DIRECTORY



“The success of our business lies in the fact that we have been able to harness the latent buying capacity of the local population”

A Sekar,
Chief Financial Officer

NH 47 was supposed to be the main entry. But as time passed by, we found congestion there. Then we thought of keeping NH 17 as the main entry. In this mall, one can come from anywhere and move out through anywhere. So subsequently that philosophy was adopted.”

Meanwhile, the bustle outside also led to the planning of the crowd inflow. The first thing kept in mind was to help the customers have their own space and not feel like the arena was too crowded. One would wonder why the mall is spread out instead of having multiple storeys like other malls that you might have come across. The structure is, therefore, more horizontal with clean lines stretching across 17 acres. The lesser number of floors makes the shops more accessible, and you remain visually connected in the large space. This pattern has also been followed in developed countries. Babu

Varghese added to this, “ Firstly, we are not aware how many people are going to come. From the experience of Lulu, we keep the public space as big as possible. Here the passage is about 10 - 11 meters wide. No other mall can afford such a space. When it comes to a public mall, we do not prefer a multi-storied building. When people shop, they prefer either the ground or the first floor. In that way, our building is low structured but it has a wider base. This is what is required for a public space.”

Ambience

As Lulu Mall is naturally lit and well ventilated, the shopping experience is enhanced. The mall is stretched out in two wings that divert the shopping traffic. The wide corridors accommodate seating areas and art installations, thereby livening up the space. The entertainment areas are planned next to the eateries



**PUNJABI
LIBAS**

Designer Wear
ethnic & western

**FASHION
THAT
REFLECTS
YOUR
ESSENCE**

**Surprise
gift with
every purchase of
₹3000 & above
Lucky draw,
every month**

M.G. Road,
Near Kavitha Theatre, Ernakulam, Cochin
Tel: 0484 235 3534 / 402 1921

Lulu Shopping Mall
F-48, Level 1 Edappally, Cochin
Tel: 0484 402 1922 / 272 8533

Convent Junction
1st Floor, T.K.M Park, Ernakulam,
Tel: 0484 4063 531 / 235 3531

New Delhi
J- 1/161, Main Market, Rajouri Garden,
New Delhi-27. Tel: 011 470 853 30

topunjabilibas@gmail.com

www.punjabilibas.in



THE NEWLY FURNISHED PRAYER ROOM.

PREPAID CAB SERVICE



THE FEEDING ROOM THAT'S AVAILABLE ON EACH FLOOR



THE PRAM SERVICE AVAILABLE AT THE ATRIUM



VALET PARKING

because they are supporting activities. It was purposely spread out. The fort-like concrete envelope holds a light and airy space inside. The spaces are so well crafted, that one is not aware of the population that walks through every day. It is the mark of a great space to make you feel comfortable and not congested. You do not feel out of place if you come by yourself, with your family or even in a large group of people. The interiors are flooded with natural daylight that flows in through the massive skylight that stretches across the atrium and food court. At night, the starlit sky becomes the ceiling. This skylight is a major element of the architectural design, not just functionally but aesthetically too. It makes the space seem much larger than it is, which is why Lulu mall never seems claustrophobic.

Facilities

Although there are so many malls in and around Kochi, Lulu stands out in one

aspect, that's service. It's not only mall friendly, but it has actively implemented many of the customers' suggestions. When it came to the planning of floor allocation, it was understood that the public space should facilitate window shopping and strolling. There should also be an easy point of purchase and also a common point to meet. The mall was constructed in such a manner that even from the ground floor, anyone could see what is happening on the top floor. That is the purpose of the huge atrium. When you enter the mall, you are welcomed by the information desk that makes everyone's planning simpler. Mr. Sameer Verma, the Manager of Operations, said, "We are into a service industry. Taking note of that, our infrastructure would be incomplete if it is not able to provide service to the customers. Customers today are very knowledgeable. They know what they want. Their expectations are growing day by day, as they are exploring the world.



"The land where Lulu stands now was a marshy land. I have seen the building grow; from the mall to the 21st floor of the Marriott hotel. I feel proud of it"

Babu Varghese,
Project Director of Lulu



"Our motto has always been diverse selection, good services and challenging prices."

Mohammed Ameen,
Director - Operations Lulu Celebrate

SATISFACTION IN TERMS
OF CUSTOMER SERVICE
AND FACILITIES.



85% EXCELLENT

15% GOOD



“Lulu mall provides an unprecedented opportunity for Malayalees to have an international shopping experience. People coming from abroad can easily relate with the international standards provided by the mall”

N B Swaraj,
Media Co-Ordinator, Lulu Group



BUTLER SERVICE

So, we have to keep up with the times, and we need to ensure that we keep on adding services to our existing list. We started with basic services. If you compare the working of the mall, you can easily compare it to a star hotel.” And indeed it is, the facilities are top notch. One of the firsts that they pulled off was creating a feeding room. The mall has included this facility so that the mothers coming in can not only have a good time, but also have a space where their child’s needs can be taken care of. This idea cropped up during the initial stage of the project. Being a successful facility, now every floor has a feeding room. It was after doing an extensive research that they looked into other matters in order to ensure a more enjoyable shopping experience for customers.

Catering to children was another important concern. They are interested in seeing the mall and they run around

the space. Kids are usually restless, that’s when Lulu came up with the idea of an indoor train, which brings life to the mall. When the train is passing by in the atrium, the whole family gets excited. Many kids ask, “What’s in it for me?” That’s how the wheels got rolling for this idea.

The bag park was another innovative idea that was also easily bagged by the customers. Customers don’t have to carry their heavy luggage wherever they are coming from and hands-free shopping is encouraged. With this facility, they can keep their bags safely and go onto explore the mall. Never stopping with restrictions, the mall soon provided Wi-Fi for all those who wanted to be in the web world. Unlike it being available at particular points, this made it convenient for everyone. Customers’ phones were just blinking away and it also became a great place for group discussions and meetings. Another thing Lulu introduced



Enjoy
FREE
WiFi
at LuLu Mall
for 45mnts* !

Buy FWD Life Magazine
from LuLu Mall &
Get 3Hrs of Free WiFi # !



Powered by

MOBILE+ID

FWD
LIFE MAGAZINE

LuLu
MALL
World of Happiness



*Download the MOBILE ID App from Google Play Store to enjoy Free WiFi for 45 min.
#Use the Coupon Code available in FWD Magazine from Lulu Hypermarket
and CROSSWORD to get 3 hrs of Free WiFi.

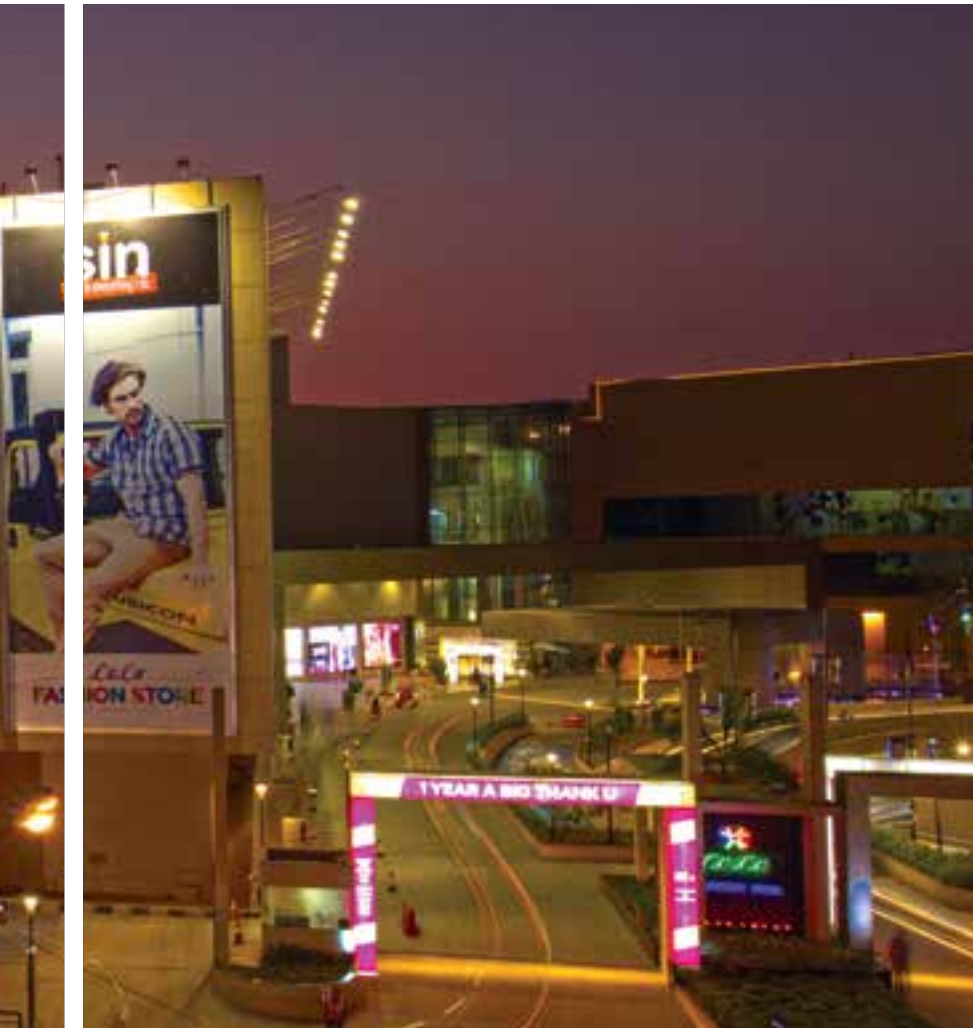


EXTERIOR VIEW

was the pram service. As the mall encourages any one to visit, there were so many mothers who had difficulty walking at a long stretch with their infants. That's when the pram service came to their rescue. These pram services were not outsourced, and they are constantly checked for quality. Constant innovation has been one of the ideals of the Mall. The prayer rooms have gone through a renovation. It has been beautified with elegant marble and now it has ample space. This space has become a place of absolute meditation. They later added a valet service to their plethora of facilities.

Mr. Sameer Verma said, "I don't think any other mall in Kerala has this service. It was a big hit. People loved and accepted it. Going with the popularity it had, we added the same service on the other driveway."

"We have to keep up with the times, and we need to ensure that we keep on adding services to our existing list. We started with basic services. If you compare the working of the mall, you can easily compare it to a star hotel. The highlight of the mall, would be the butler service. Usually, a butler is associated only with the 5 - star and deluxe hotels. The mall was inspired by the propelling tourism success in Kerala. The idea came to mind, when they realized that a lot of people visiting may not be too acquainted with the mall. Also, a majority of the customers come from abroad or any other districts of Kerala. Although there are help desks and signage boards, some may need personal assistance and have other queries. The idea became concrete when they realized how housewives came shopping with kids. They were the ones who needed



the most assistance. That's when Lulu came up with the idea of having personal assistants to help guide them around the mall. The idea was a success, and there were employees who went on for a training of forty days. They make shopping less of a hassle as they guide and carry the customer's shopping bags. Already brimming with over 35 facilities, Lulu is nowhere close to stopping. "Our motto has always been diverse selection, good service and challenging prices," says Mohammed Ameen, Director of operations, Lulu Celebrate. "We make it a point to deliver designer customisation in a month."

Cultural Icon

Lulu is a place to celebrate your way of life. It is a must see location in Kerala, thanks to the people who have been experiencing the mall and spreading the



BAGGAGE PARK

SATISFACTION IN
TERMS OF EVENTS AND
ENTERTAINMENT.



75% EXCELLENT

25% GOOD



"The response to the mall has been greater than what was expected, not only in the sheer number of people who visit but also the discerning and updated choices and the spending power that Kerala has displayed"

Shereef K.K.
Director of Operations

HOW WOULD YOU
RATE THE OVERALL
SATISFACTION OF THE
MALL?



95% EXCELLENT

05% GOOD



“We have to keep up with the times, and we need to ensure that we keep on adding services to our existing list. We started with our basic services. If you compare the working of a mall, you can easily compare it to a star hotel.”

Sameer Verma,
Manager of Operations



TOP ANGLE VIEW

word. According to Shibu Philips, “In the retail and shopping center industry, everyone has come here and seen the mall. Not because it is a unique proposition for a mall in India, but a hypermarket of this stature is not available anywhere else in the country. That is something many people see. They fall in love with the way the whole thing is designed. “

A lot of Lulu’s credit is given to the power of social media, in which the world is simple yet intricately connected. Millions of people get to celebrate their lifestyle in the mall. While, Riyaz Komu, the co-founder and Director of Programs, Kochi Muziris Biennale feels that Lulu represents the aspirations and experiences of quality. He also feels that it is the best climate controlled public space to hang out. His special love for Kerala food makes him say, “Paragon enhances Lulu as a space of happiness through spicy Mallu food.” Lulu has definitely become a melting pot of fashion, food, culture and entertainment. Shibu Philips, Business Head of Lulu Mall remarked that, “When people have tweeted, informed other people in various ways or uploaded about Lulu on Facebook, it was very natural that Lulu became an

iconic destination. Today as per record, we have a 3.6 crore population who have visited this place. Facebook declared us as the 7th most visited location in India.” He later added, “Today the world is very small, thanks to the internet. People can communicate with anyone at any place in the world, in a second.”

When it comes to success, Lulu never fails to strive for perfection. Mr. Philips gave his opinion, “It is always difficult to stay on top. You have to constantly reinvent yourself and in today’s fast moving world, there is nothing constant. Change is inevitable. For any business company to remain successful, you have to keep changing.” Lulu is planning to evolve and still create other landmarks in Kerala. They are planning to start the mall culture in Calicut and Trivandrum. And perhaps in a blink of an eye, it will soon reach out to the other metro cities like Chennai, Hyderabad, Bangalore and Andhra. “I am happy to walk into office and be a part of a company that satisfy the varying day to day needs of a diverse group of people” remarks A Sekar, the CFO. Lulu is not just an experience for the customers but for the employees as well. We cannot wait to be awed and be a part of the happiness.

LULU TALKIES

Actors, retailers, and other celebrities express their thoughts on Lulu Mall, a major landmark in the city. Get to know what they think about Kerala's favorite shopping destination.



“LuLu represents our aspiration and experience of quality. It’s the best climate controlled “public space” to hang out and Paragon enhances Lulu as a space of happiness through spicy Mallu food.”

Riyas Komu,
Co-founder and Director of Programmes-
Kochi Muziris Biennale



“I remember when I saw Lulu mall in Dubai for the first time. Its such a big institution with so much under one roof. There is a magic there that makes you want to visit the mall, even if you get the same stuff elsewhere. We never expected such a mall in Ernakulam. After it has come, the mall has made the people feel that it is theirs. It might not be mine, but I take pride in it. We are all proud of our Lulu mall.”

Innocent,
Actor & MP



“The height of success for a mall is when people who are in the neighbourhood feel very proud of the mall and they make it their solemn duty to tell all the visitors to visit Lulu mall. This is the pivot of what anybody can expect. It is not just a shopping centre but a community which keeps attracting people from various places. From whatever I hear, LuLu has created a fantastic and international experience. I think for many it is surrogate to going to Dubai or any other part of the world. I wish my best luck to the entire people behind the success of Lulu so that they can continue with their work and open up more superb shopping centres.”

Kumar Rajagopalan,
Chief Executive Officer, Retailers
Association Of India.



“Lulu is the largest showpiece in the country now. Everything is so professional, meticulous and well maintained. This is a good thing about Lulu. We are looking forward to more expansion and being together.”

Deepak L. Aswani,
Co-Chair of FICCI Kerala State Council,
Former Chairman of Kerala Chamber of
Commerce & Industry



“Lulu mall is a microcosm of the retail industry and is representative of the long strides the city has taken in the last few years. Bringing all the major national and international brands under one roof along with multiple eating joints and seasonal sales and offers spoiling the customer for choice, Lulu has transformed the shopping experience beyond recognition.”

Shalini James,
Owner, Mantra



“LuLu Dubai gives you a feel that you reach home (Kerala) and LuLu Kochi gives you a feel that you stepped out of home.”

Nyla Usha,
Actor & RJ



“A good thing about LuLu is that it’s a great feat in India and it has kept up with international standards. It makes shopping easier with its wide selection and it’s the final touch point.”

Rinni Raj,
Manager Marketing of Club Mahindra



SUNNY SIDE UP

This summer, toss those jackets and enjoy the sunshine! We've got a few treats for you to indulge in, a few beauty tips to keep you glowing, some spots to drive to, and of course summer staples for your wardrobe. Beat the heat with cotton clothes whether it be sarees, tee-shirts, dresses, or even comfortable kurtas. Get running this summer in comfortable shoes and enjoy the cool or hot snacks, after an exhausting game. Look forward to the holidays with all the games and enjoy living it up with your gadgets. Give your home a fresh look, and brighten it up with new decor ideas. It's summer, when your face shines with smiles.





HOT OR COLD, OR A LITTLE OF BOTH?

Don't get caught by the summer heat. Sip, dip, slurp and enjoy the season!

Photos: Various sources

Food that is cooling

Wash crisp, fresh vegetables in cool water and eat them as salads, with bread, cold meats and cheese. Serve fresh peas in the pod. Or do your minimal cooking in advance and then sit on a terrace to enjoy the fruits. Sip a bowlful of hot rice porridge laced with cooling mung beans or lotus leaves, eat stir-fried cucumber and bitter melon. Avoid greasy, meaty food and opt for lighter flavours.

Quench your thirst

Water's job only water can do! Also drink to your health in more ways than one. Enjoy easy summer mocktails recipes for margaritas, sangria, iced tea, lemonade and more. Stay hydrated in the summer heat and remember to always carry water with you. Anyways, cheers!

Five delicious foods for summer from around the world

Satay

The national dish of Indonesia. It can be made from any type of meat. Turmeric is added to give satay its characteristic yellow colour. It is a lot like the Indian kebabs.

Affogato

A scoop of vanilla gelato is scooped into a cup and a shot of hot espresso is poured on top. The result is a beautiful swirl of semi-solid ice cream and streaks of golden, bitter coffee. Adding a shot of Amaretto or coffee liqueur ups the flavour.

Elote

The Mexican version of corn-on-the-cob may be higher in calories than other

styles, but the taste makes the extra weight worth it. After being grilled, sticks of golden corn are slathered with cheese or mayonnaise. Chili powder and limejuice are sprinkled on top.

Naeng myeon

These Korean cold noodles are served with ice cubes in the broth to keep the dish chilled while you eat. Chewy buckwheat noodles are mixed with slivers of cucumber, pear, boiled egg or beef. It's immersed in an icy broth for a tangy concoction laced with sharp mustard oil.

Kulfi

This will probably upset gelato fans, but of all the icy, creamy desserts out there, kulfi is the best one for summer. A traditional Indian ice cream developed to melt slowly in the heat of the Indian subcontinent; kulfi tends to be creamier and denser than its Western counterparts. With flavours such as rose and mango, it is served in matkas (little clay pots) that keeps it even more insulated.



summer and wearing poly-blends that aren't breathable could worsen the situation. To stay cool on steamy days, the best way is to wear clothes made out of cotton-pima or supima, but any variety would be great. The hollow fibres in the centre, helps absorb and release perspiration.

Linen is a solid summer material. It is stronger than cotton and a better conductor of heat, making it the most breathable fabric out there. Contrary to popular belief, silk is a good choice for summer as well, since it's natural, breathable, and cooling. The only downside is that it has to be cleaned frequently, if you are a person who sweats a lot. Super thin denim is another perfect option.

Keep your shoes flat, open-toed, and sturdy, if you want to keep away from sweat-slipping. Also, make sure they're broken in, before you start wearing them in the dog days of summer. That's just inviting blisters.

The cardinal rule to hot-weather dressing is that, the bigger it is, better. Even though Bermuda shorts and button-downs aren't as short as Daisy Dukes or tight tanks, the extra wiggle room will allow air to circulate a lot better. Though a hat might seem like it'll suffocate your head, protecting your scalp from UV rays will eventually keep you cooler. Built-in ventilation doesn't hurt, either.

Sweat stains: They're inevitable. Patterns camouflage perspiration a whole lot better than solid colors do.

Natural fibres are way more breathable than anything synthetic. You must have probably learned in school that darker colors retain more heat, but the difference between a black T-shirt dress and a white one is minimal, except when it comes to hiding sweat.

When it comes to bags, you'd want to make sure, you chose those that does not touch your skin. It is much better to carry across body with a thin strap that hits you right at your clothed parts (like your hip or thigh) than carrying a shoulder bag that sticks to your armpits.

GOING THE RIGHT WAY FOR SUMMER!

Summers can be really bad. Choose the right costume and accessory to beat the heat.

Photos: Various sources

Choose cool, crisp fabrics like cotton or linen, rather than poly-blends.

Sweat stains can be bad during



NOKIA
Priority
PARTNER

SHOP NO: S 33
SECOND FLOOR, LULU MALL



NOKIA PHONES NOW
HAVE A SMARTER
FEATURE. **INSURANCE.**

- **EMI SCHEME 0%**
- **EXCHANGE OFFER**
- **LIVE DEMOS AND FREE APP DOWNLOAD**





STEPPING IN

It's good to have sensible footwear. Step into the world of Pavers England and explore their range.

Style and comfort can go hand-in-hand, against popular belief. And it should too, which is why Pavers England is the shoe shopping destination for style-conscious women and men, who appreciate value and comfort. With thousands of shoes, great prices and refreshing designs to try on for every season, the brand captures the imagination of shoe lovers worldwide. Pavers England has a global collective experience of more than 150 years in crafting shoes and a robust worldwide network of R&D centers. Pavers England

is present in India in 45 cities at 141 locations with a growing network of exclusive brand stores and winning partnerships with leading multi-brand retailers.

Necessity is sometimes the mother of invention. The story behind the brand is a lesson in dreaming big, with your feet on the ground. Unable to get good shoes for herself, Mrs. Catherine Paver started to sell shoes from her home in York to neighbors, in 1971. Fired by her plain talking approach and verve, plus a need for well-fitting comfortable shoes, the

business grew very quickly. Mrs. Paver is tireless, "I'll never retire," the 70-year old founder was heard to remark. "I simply love shoes. I always go to a show, rather than have a holiday." Catherine Paver has been conferred with a Life Time Achievement Award by Drapers Footwear Awards for her contribution to the footwear industry. Today she is joined by her three sons, Stuart, Graham, and Ian, who manage the day-to-day operations of the company under her leadership and guidance.

Pavers England is UK's fastest growing footwear retailer and Europe's largest online portal for footwear sale, with sales in excess of US \$150 million. It is also rated among the top three fastest growing private companies with headquarters in York. There are more than 160 stores across UK and Europe, employing more than 1,000 people. Pavers England is the first company to have a private TV channel for marketing footwear. The company was launched in India in 2008 by Pavers Foresight Smart Ventures, a successful partnership between UK's leading footwear brand Pavers England Shoes and London based Foresight Group. Pavers England stands firmly in India, becoming the first single-brand retailer to be granted permission for Foreign Direct Investment (FDI). This joint venture has commenced operations and has successfully

established footprints in the Indian Market.

Stepping into Catherine Paver's shoes might be unachievable, but you can definitely step into her vision of style and comfort on the first floor of Lulu Mall. The latest designs of the season are arranged in well-lit display shelves. Seating is arranged in the store so that you can try out the latest designs. Pick from their range of flats and loafers to bring a refreshing look to your summer outfits. For women who believe that heels are a painful affair, just slip into the golden pumps to be proven otherwise. Kitten heels, flats, chic wedges and other comfortable heels are ready at hand with embellishments or in minimal designs. All day shoes to keep you on your feet without straining you are available as well as comfortable formal wear. For men who are looking for a fit that is comfortable yet stylish, Pavers England has a wide range in both the formal and casual section. Loaf around in their classic styles, or step it up a notch for this season in the sun. They also have a range of bags and holdalls that are trendy and utilitarian. All products are crafted with attention to detail using some of the finest natural leathers and high quality components with an aim to provide deep comfort to all its consumers. Step into the world of Pavers England and step out in comfortable style.





SIMPLE AND NATURAL

Let your bright youthful face glow naturally. Go for simple and sheer makeup.

Photos: Various sources

It's now fun time, but melting makeup, smeared eyeliner, and super-sticky lipstick is not all that fun.

Bronzer

To keep the results looking fresh and natural, try applying bronzer just to the high points of your face, where the sun naturally hits you: forehead, cheekbones, chin, and nose. Powder bronzers are the easiest to apply.

Make time for primer

Not to prime is a crime. A primer is essential as it helps your makeup stay especially around areas that has problems. If you are prone to shine, then opt for a matte primer instead.

Light face makeup

Brushing powder foundation over the

tinted moisturizer in spots where you need a little extra coverage can reduce blemishes and redness on the nose.

Vibrant color

To brighten your face and have it gleaming, try out costumes that have vibrant colors. A punchy blush on the apples of the cheeks is a good place to start. Also experiment with neutrals.

Add glow

Blotting papers are the best to remove the unsightly shines from your face. To perk up your makeup, blot first, then follow up with a dusting of pressed powder with a little luminescence.

Switch out thick lipsticks

Try clear balm to avoid overkilling your lips with dark lipstick. A simple swipe-

and-go choice: tinted lip balms.

Go sheer

Switch to sheer versions of your go-to lip and eye hues. Try going for a nude shade to keep that carefree feeling, or try "invisible" lipliner.

Stay-proof your eye makeup

Avoid using eye cream on your lids, and try on an eye primer instead for longer-lasting shadow. Also, layer a powder over a cream. Doubling up works for liner, too.

Wade into waterproof

If you tried waterproof mascaras once but found them less than stellar, it's time to give it another go. Apply a waterproof version on the tips of your lashes over regular mascara to boost its staying power.

ETHNIK MARIGOLD

Premium Fashion Jewellery One Gram Designer Jewellery



ETHNIK MARIGOLD

Premium Fashion Jewellery & One Gram Designer Jewellery

IInd Floor, Shop No.7
Lulu International Shopping Mall
Edappally, Cochin
DUBAI | SHARJAH | ABUDHABI

Authorised Dealer of

KOLLAM  SUPREME
One Gram Designer Jewellery

HO: EAST FORT, TRIVANDRUM PH.:0471 2474639





GO CASUAL!

Creatively inspiring and unifying. Celio makes you casually sensual.

Celio, a European menswear brand founded in 1985 by Marc and Laurent Grosman, is present across 1000 stores in 60 countries. A powerful name, an international brand based on strong values associated with elegance and enticement for fashion, devoted exclusively to men - that is Celio. With the latest international range in India, it offers a range of smart casual wear through its exclusive stand alone stores. Celio decodes trends globally to offer smart and contemporary menswear. That's the brand's forte - showcasing collections oriented to the

different moments of a man's life. Celio captures effortless style for men.

"We had a feeling that casual wear and sportswear would have a promising future. We had to break with the existing concepts, offer a vast and complete selection, assert our distinctive identity" describe Marc and Laurent Grosman, the founding brothers of Celio.

Inaugurated on rue Saint Lazare, Paris in 1985, the first Celio shop proved to live up to the promised revolution.

The collections were displayed to their advantage in a bright setting where customers could easily find their way around, wander from one area to another

and handle the clothes at their leisure. The style was also original!

Aware of men's consumption behavior and their relationship to clothing, Celio offers a space truly dedicated to men, offering fashion that is relaxed and sensual with a European touch.

The Celio style also means quality, variety of colors and cuts, sophistication and discretion. Openness is one of its strong values that encompasses respect for others, well being, manners, altruism, sharing and dialogue. The brand also stands out as accessible, affordable, borderless, urban, an honest brand offering good value for money.

While pulling off something versatile and casual, you have a wide range at Celio. For the mornings, don the classic black polo tee. If you are looking for a tee shirt with a different cut, try the v-neck ones that are detailed around the neckline and some of them have details on the shoulders. This is best paired with a pair of denim jeans and classic sneakers. They have a range of contemporary footwear that you would love to sink your feet into.

If you are the person who loves shirts combed in cotton, settle for the simple but statement staples, and the solid colored shirts. But if that's a little too boring, go on a print sprint with colorful checked shirts and the printed ones with mini paisleys. There's a wide variety of colors, so you can stack up quite a range in your wardrobe.

Transform your casual look into an evening one, by switching your jeans for chinos. Celio offers a wide range of tailored chinos that bring out another avatar in you. Enjoy pairing your chinos, shirts and belts for different occasions. Experiment with different looks and be fashionable anytime and anywhere!





EMBODIMENT OF PURITY

Be it classic styles or contemporary ones, jewelry is enticing. Try out different patterns; from Indian to Arabic to Latin – explore the range of elegance at Avatar Gold and Diamonds.

We always have a reason to celebrate. India is a land of big festivals and grand celebrations. There is always an excuse to shimmer and shine throughout the year. The synonym of trust and eminence, which has been guided by good business ethics, Avatar Gold and Diamonds has been getting the best in jewelry to Kerala since the last two decades. Since their first showroom in Thrissur, they have grown with multi-city/state presence across India and the Middle East. Today, Avatar Gold and Diamonds is a leading organization engaged in the business of Gold, Diamond, Platinum and Silver ornaments at Thrissur, Edapal, Trichi, Dubai, Abu Dhabi and Doha, Qatar.

The yellow precious metal has been stealing hearts in Kerala for years. We all look in awe as a bride decked in gold chains steps out into the wedding venue. Gold does not just look pretty but is also a good investment, as our grandmothers keep reminding us. Buying gold is an occasion for most families, as they troop

into shops to enjoy the designs and the thrill of buying jewelry. The legendary quality and genuine value in addition to the highest level of service has been the foundation of Avatar success.



From Italian, Arabic, Turkish, Lazaruddin to traditional temple collection, Avatar's range is splendid. In its purest form, gold is a bright, slightly reddish yellow, dense, soft, malleable and ductile metal. Because of the softness of pure (24k) gold, it is usually alloyed with base metals for use in jewelry, altering its hardness and ductility, melting point, color, and other properties. This is why gold is available as 22k. The BIS hallmark is a hallmarking system for gold as well as silver jewelry sold in India certifying to the purity of the metal. It certifies that the piece of jewelry conforms to a set of standards laid by the Bureau of Indian Standards, the national standards organization of India. A BIS 916 Hallmark would certify to a purity of 916 per 1000, that is 91.6%, translating to a 22 karat purity of gold. Avatar Gold and Diamonds assure

pendant or a delicate bangle is enough to brighten up your day. Stay elegant in a tiered choker or an uncut set for a celebration or excite your audience with trendy new designs. Avatar has something for everyone. Before you propose to your loved one, look at the range of engagement rings at the store on the ground floor of Lulu Mall. Gift your mother with a classic round diamond channel set in platinum or gold, or a religious symbol pendant with scallop setting in this wonder element for your grandparent. Who would not be overjoyed to receive diamonds as a gift? Various settings are available, made by master craftsmen who dedicate themselves



to creating masterpieces for Avatar Gold and Diamonds. The executives at the store will help you to find the best creations that suit you and your wallet. Whether you invest in a personal piece of fine jewelry or play with costume accents, you'll be taking a shine to these rings, necklaces, earrings, and bracelets that stand out both when worn alone or



layered together. Pair them with your favorite sarees or trendy shirts. Step out in style with everyday wear and keep the exclusive designs for a momentous occasion.

Avatar Gold and Diamonds is always on a growth path, looking for innovations in the jewelry industry. Their vision covers the plan to start new showrooms in all major cities of India and Middle East and ensure better reaches to their customers globally. They are dedicated to bringing smiles to the faces of their customers and delivering quality products. The jewelers have a great response in the market, and their service is on par with the best. Get dripped in gold or showered in diamonds. Enjoy your experience at Avatar Gold and Diamonds as jewelry is not just an accessory but a legacy.



the purest products the best made with If you gold was too see the range at the store that can be paired with your office wear or western essentials. Try out different combinations and invest in a lasting design.

with designs, care. thought traditional,

Diamonds are a girl's best friend. A dainty diamond earring, a detailed





CONNECTING WITH YOU

There's a whole range of new products in store!

The world is literally in our palms these days. Touch screen phones and other gadgets have given us unlimited access to the world at large; here is our 'genie in a bottle'. We cannot imagine a world without high speed connectivity and our plethora of apps. Our gadgets come to our help in any situation, to locate places, connect with family across the world and access any information at any given time. If the present is so exciting, imagine what the future may hold. Nokia, the Finland based company, invests in the technologies of the future.

40 LH MARCH 2015

Remember those days when the Nokia 1100 was one of the fanciest gadgets to own? The torch application seemed god send in those days. The mobile phone has definitely come a long way in a short time. Nokia takes the mobile phone a step ahead. It offers a wide range of products that you can include in your everyday activities to make them more fun and efficient. Enjoy heading to the park and listening to some music with the wireless speakers. It is ideal for a picnic where you can move the speakers around without getting entangled in unnecessary wires. If you are in the mood

to host a party, crank up the volume and let the speakers 'speak' for themselves. Show off your DJ skills as you shuffle the music on the easy-to-use interface of the Nokia Lumia. The home screen organizes your world efficiently. Everything is just a touch away! With its camera clarity that ranges from 5 megapixels to 41 megapixels, enjoy capturing videos and photos. Show your grandparents how the Lumia can capture memorable moments in the easiest and best way possible. Maybe even gift them one, so that they





can enjoy being connected to family near and far. Make fun movies on the spot with its editing programs. You don't need a heavy video camera to make a graduation tribute when you have the light weight Lumia in your pocket. The gadgets are fuss-free and easy to use with the latest updates always at hand.

Nokia has so many other gadgets that are designed to assist you in your daily requirements. The Nokia store is not just a shop but a place where you discover exciting technology. Browse through various gadgets, which are tempting in terms of usability and style. Choose from an array of accessories like phone shells in peppy colors like neon green, classic white, flamboyant yellow, and eclectic orange. Find a matching Bluetooth headset, earphones or speakers that will brighten up your day. Head to the Nokia store on the second floor of Lulu Mall, to see their latest offerings. With its excellent service, you will understand more about the gadget's features and what is suited to your taste. Have fun with gadget surfing at Nokia!



HOME AND YOU

Get yourself a stylish home with Bombay Dyeing's lifestyle furnishings and decor.

Bombay Dyeing's 136 years of style, quality and trust is what makes the brand the preferred choice for bed and bath linen. Offering the widest assortment of designs every season, Bombay Dyeing has an unmatched nationwide presence. An impressive list of innovations like Aroma Rich, Vitamin A, C & E, Mosquito Repellent bed sheets among others, makes it the undisputed leader driven by innovation.

Bombay Dyeing is the pioneer in introducing designer bed and bath linen with leading fashion designers. This year, Signature Line has young designers like Kallol Dutta and Nachiket Barve who have worked with the brand and presented their collection. It has one of the foremost names in fashion, with Rohit Bal, on board this year. He will be showcasing an exclusive new collection, perfect for gifting.

The latest collection is 'Ebony & Ivory' that brings out the beautiful contrast of black and white to the home decor.

Bombay Dyeing's bath linen has always pushed boundaries by delivering quality innovative products. There are luxurious collections like Super Ultrax, Urban Living and Metro which are trend setters. It's the first to market eco-friendly blended bath range in exotic fibres like silk, bamboo, soya and organic materials. They also introduced designer towels that set

the trend for designer bath linen.

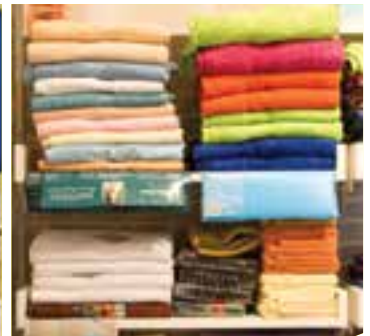
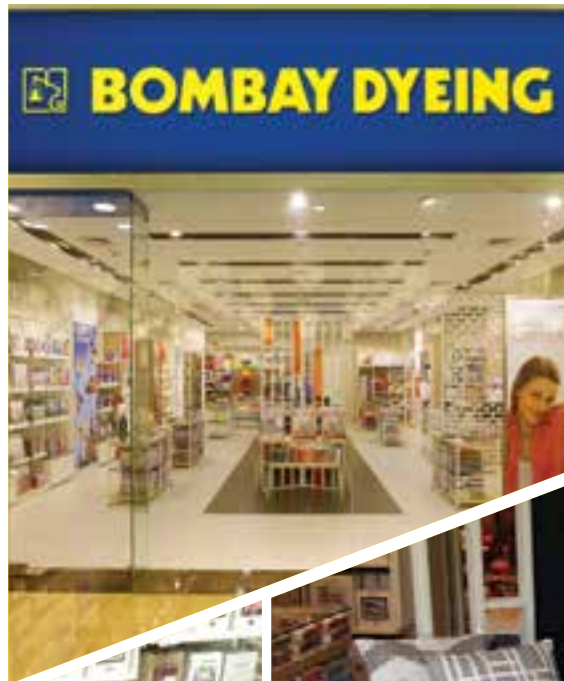
After the stupendous success of an array of these innovations, Bombay Dyeing has gone a step ahead with the introduction of mattresses. They offer 11 collections, each with unique attributes and properties ranging from daily use, to special orthopaedic mattresses.

Carefully designed variations using combinations of memory foam, rubberized coir, cotton felt, biorhythmic



fabric and spring have been selected to complete this range. Bombay Dyeing's mattresses also have aesthetically designed fabrics that increase the visual appeal, so that your mattress is perfect at all times.

New designs, new stores, better products and unmatched quality makes Bombay Dyeing the one stop destination for all bed and bath needs.





KEEP
— Fake —
DISTANCE



METRO
SHOES FOR A NEW RACE

SHOP ONLINE AT WWW.METROSHOES.NET • FOLLOW THE NEW RACE ON  & 

SHOP NO. 17, FIRST FLOOR, LULU MALL



MAGICAL MEMORIES

Club Mahindra aims to make every moment magical!

The first name that comes to you when you hear exotic holidays, is Club Mahindra. With the most beautiful places in their destination list, Club Mahindra is for sure, number one in the list for vacations. They have redesigned their brand and website to reflect their idea of providing magical moments. The website has been made easier to use and with the introduction of a new visual style, they are able to show more of the magical moments you can experience.

Time and Money; two things that somehow are always in short supply. With the cost of living

ballooning, you spend more time trying to make money. And the first thing to get cut during such times, are holidays. No matter how much you and your family may need to get away, a holiday seems like a luxury that you only dream about. Planning holidays may sometimes seem like an unsurmountable task. You tend to give up and end up sitting at home. At Club Mahindra, your planning is made a lot easier. Just step into the office and get to hear about destinations, make reservations, and everything will be sorted for you.

A Club Mahindra membership means pre-bought holidays for one



week, a year, or for 25 years. This means that you don't have to deal with rising costs or expensive room rates. It also means that for one week every year, you have to take a holiday. What also happens, is when you use this membership regularly, it pays itself off in about five to eight years. Isn't this nice? With a Club Mahindra vacation ownership membership, it is compulsory for you to holiday with your family! And you'll be making very good use of your time and money.



FRESH, PURE AND HOMELY

From Vietnamese to Chinese, Indian to Western, French to Italian, Executive Chef, Anthony Huang of Cochin Marriott shares his excitement about the range of food the hotel offers.



With a huge table set up as you enter, filled with fruits, sweets and savouries, Marriott instantly gives a homely vibe. They offer the best of all. From exotic fruits and vegetables to the age old method of cooking in mud pots, Chef Anthony Huang talks about how there is no scope for the flavors to go wrong.

What is the latest trend in the Food and Beverage section?

We are continuing with our freshness of authentic ingredients. Right from the tomato that is coming from Italy and the Japanese Honshemiji mushrooms, we go to the minutest detail when it comes to pure produce. We respect the produce that we have. At Cassava, the Kerala themed restaurant, we have used authentic equipment and utensils, like clay pots and brass vessels for our cooking; that is our key focus. When it comes to the cuisine and the way the restaurant is, it's purely inhouse. This is to produce more authentic and fresh cuisine rather than commercialising it. This has worked for us and this is what we would like to follow.

What are the interesting cuisines that Marriott offers?

We have two cuisines. Regional cuisine is popular across the country. People have realised that we have a diverse and tasty regional cuisine. We take a lot of pain to deliver the best possible Kerala food at Cassava. When I say Kerala food, I do not want to sound stereotypical by



saying its the best possible. We are going back and the recipes that we follow are well researched. The ingredients, the style of cooking, the way we cook, the equipments, we are keeping it as authentic as possible. We are able to deliver the food as it has to be delivered and that is what regional food is all about. When we cook in the right equipment, we get the right flavors.

Coming to Kochi Kitchen, what we serve is world cuisine. We've got a complete Asian section, where we are serving high end Chinese food, little bit of Vietnamese, basically the entire South East Asian belt. We've got North Indian, Western and an Italian section with a live pizza oven. The offering is suitable for a wide variety of palettes.

Being a chef involves a lot of travelling, doesnt it?

All chefs are born wild by nature. Yes, I love to travel. Everytime I travel, I come back with at least 10 different new ideas.

Any menu tweaks that you are planning to introduce, so as to stand out?

Kochi Kitchen focuses a lot on the buffet. Every single meal period has a menu tweak. The buffet is constantly

challenging us with over 100 dishes on display. We are doing the 'menu tweak' on a day to day, meal to meal basis. Just like the guests, we get tired of repetitive menus. When we make one we take care that we are excited about it in the first place. We keep challenging ourselves.

What is your perception about the consumption trend of Cochin?

Cochin has a good mixture of the very well traveled and the very conservative. By conservative, I mean the eating habits. Cochin has a huge population that works out of the country and out of the state. I wouldn't say that the consumption trend is going in a particular direction. It is pretty uniform across all cuisines, but yes local cuisine does work.

Do you think that Marriott stands out in Cochin?

I would like to believe that we do stand out. More because I have traveled a lot and extensively in Kerala. I have eaten in people's homes, temples, toddy shops, good and not so good restaurants, and



based on everything that I have sampled, I think we are pretty much amongst the top and best.



BHIMA BOUTIQUE

A name that is engraved.

Dazzle with the new light weight and exquisite jewelry from Bhima for a beautiful you! From the fusion, Sattva to the diamond collection, the range that Bhima offers is definite heart stealer. The incredible collection of pure diamonds will enchant you if you are a diamond fan. The collections offer a variety of rings, necklaces, bracelets and bangles,

earrings, chains and pendants to choose from. Prices vary according to size of the stones studded on your piece of jewelry and the rate of the base metal, which is usually gold. But no matter what the price is - high or low- a visit to the jewelry is guaranteed to be a remarkable experience with its well-trained staff and timeless designs.

JOSCO

Designed for your style.

Housing the largest jewelry collections across designs and styles, Josco Jewellers has remained the favorite jeweler to countless discerning customers for decades. Designs, varied categories and continued product innovation that keeps abreast of the latest in the fashion world, has been at the core of the brands success. A vast range of gold jewelry ranging from wedding collections in traditional designs to the fine workmanship of antique and temple jewelry, exquisite Bengali designs, lightweight daily collections and the latest in jewelry fashion from Europe, fill Josco's showrooms across the country. Josco also has a large collection of certified diamond jewelry in the lightweight and wedding collection.



SEASONS IN THE SUN

Going for a summer vacation? How about carrying these along with you to cool off?



Polo T-Shirt
₹1699

Super Light Weight Chinos
Marks and Spencer
₹2499



Hat
Marks and Spencer
₹1499



Beach Wear Dress
Marks and Spencer
₹2999



Ishana Kurti
Soch
₹699



Stole
Soch
₹498



Boys shirt
Marks and Spencer
₹1499

Boys jeans
Marks and Spencer
₹1699



Omra
₹5299



Girl's prom dress
Marks and Spencer
₹2099



Green Stole
Soch
₹398



Omra Pallazos
₹1250



Dusk Floral dress
Splash
₹2499



Cotton T-Shirt
Vero Moda
₹1295

Blazer
Vero Moda
₹2495

Skinny Denim
Vero Moda
₹4495



Letters shirt blue
Splash
₹1299

Spectra yellow top
Splash
₹899

Denim Blue
Splash
₹2699



Bikers starry nights
Skechers
₹4499



Flex appeal next generation
Skechers
₹4699



Braize rayvon
Skechers
₹6499



Sorino Lozano (chocolate)
Skechers
₹5999



Superior up world
Skechers
₹5499



Agility - ultimate victory
Skechers
₹3999



Go run sonic 2
Skechers
₹5499



Outer wear white & blue jacket
Splash
₹2499



3/4 Dress
Vero Moda
₹2955

Blue Floral jeans
Splash
₹2299

Hood White Shirt
Splash
₹1699



Torn Denim Blue
Splash
₹2699

A Walkdown Memory Lane..



Retrorespectively speaking....
It was one awesome journey FWD had. Each edition with stories that won many hearts..



Forward Media Pvt. Ltd. 9th Floor, Bhageeratha Square, Banerji Road, Cochin - 18, Kerala, India, T : +91 - 0484 - 4015835, www.fwdlife.in

SUMMER'S DAY OUT AT LULU

If there is one thing about LuLu, it's that you will never get bored. Check out what LuLu has for you.

Summer is the season to jump around, have fun and most importantly spend sometime with your loved ones. Here are somethings that you could probably do to have a good time at LuLu.

Shop

This is one place where you cannot complain about scarcity. From high end to low end brands, LuLu gives the best options to shop. Get some western wear from the international brands. Go traditional from the Indian shops. Pamper your feet with some good footwear. With dresses and footwear in your hands, not purchasing accessories is a crime! Check out some cool accessories at LuLu.

Eat

South Indian, North Indian, Chinese, pizzas, pies and some good biryani. Is that all you need to fill your tummy? Meander across the food court and you are sure go bonkers trying to choose what you'd want to eat. Enjoy the spacious food court as you tuck in a delicious meal. A privacy seeking person are you? You can crash into places like Pizza hut, Calicut Paragon, Cream Centre or Bloomsbury Artisan Cafe & Bakers.

Ride

You still do get excited watching your children go frenzy sitting in a toy train. Don't you? Sit in the train and get a free ride. Take a tour of the mall and watch people shopping. With the "pom pom" ringing in your head after the ride, you are sure to go for one more round.

Watch

PVR at your service. With the best screen and sound system, PVR promises to show movies with quality. Stretch your back onto the comfortable cushions and watch movies of your choice. Lazy to get up and buy snacks? Get pampered. There are people to serve you. All you have to do is, sit on your seats and order what you want.

Play

Go a little high above the gaming area with the mini roller coaster. Try striking those bottles down! Sparky's has a 12 lane bowling alley which has special prices for regular games too. Skate and go woosh at the skating rink.



above the whole gaming section on the mini roller coaster. Get yourself trained in skating this summer at Sparky's. Flaunt your skating skills or you can watch others doing the same at the Sparky's ice skating rink, the largest in South India.

Video gamers can have a gala time as there is a whole new video game section that has been opened. Not just that, but also a whole set of 5D motion shooting games that create pseudo reality. At the end of each game, you get tickets according to the points you earned, which can fetch you exciting prizes. Get yourself motion gaming with the android games on some comfortable cozy seats.

Sparky's has some adventurous stuff too. While kids can wall climb, the grownups can try their hands at air hockey. Try Drop Tower that takes you up and brings you down. Jamaica, one of the major highlights, has soft balls, cars, bikes, monster rides, carousel, and some animal rides. Try aiming at Skippy, the kangaroo's belly with balls.

Do not forget to get yourself clicked at "Photo and Fold". You can get instant copies and fold them in the way you like. Sparky's is a return call for sure. Visit this ultimate gaming land and you will return back for sure.

IGNITE THE SPARK

Before the summer vacation schedule is up in, do make a visit to Sparky's.

Summer is the time to dance, relax and have fun. It is the perfect time for the kids to explore something new in them. Want to have fun without worrying about your kid's safety and at the same time keep them engaged in rides? Sparky's it is.

For indoor game lovers, there is snooker and a 12 lane bowling alley, which has special prices for regular games. You can go on a half way ride





COOL OFF!

4 places in Kochi that you would want to visit to beat the heat



Chinese fishing nets

The Chinese Fishing Nets, undoubtedly Kochi's most recognizable sight, have been there since the 14th century and are remarkably still in use today. Local fishermen will show you how they're operated. In the late afternoon head to the waterfront where the nets line the shore, buy some seafood from one of the fishmongers there, get it cooked at a nearby shack, and enjoy eating it as the sun sets.

Mattancherry

Mattancherry is an old neighborhood full of colonial buildings. You'll find it fascinating if you enjoy history. The main attraction there is the Mattancherry Dutch Palace, built by the Portuguese and presented to the Raja of Kochi in 1555, then renovated by the Dutch in 1663.



Vypin Island

If you feel like going for a boat ride, take the ferry from Fort Kochi out to Vypeen Island, around four kilometers off the coast. The main attraction there is Cherai beach, on the northern tip.



Cherai beach

Cherai beach a tropical paradise, enchants you with its charming exotica. Seductive beaches, serene backwaters, swaying coconut lagoons, lush green paddy fields, delicious cuisine - a sublime heritage.

ANNIVERSARY WONDERS!

Join us for the cake cutting ceremony to celebrate Lulu Mall's anniversary. The cake will be cut by a Special Guest during the festivities, don't miss out!

The atrium will be decorated for the events to bring about the festive mood.

The Lulu Retail Awards 2014-15 Ceremony would be held wherein distribution of awards for the best retailers in the mall will happen.

LULU RETAIL AWARD

The Lulu Retail Award ceremony is conducted as a part of the Lulu Birthday celebration. Retail Award is based on a Customer Survey upon which the best brands are chosen and awarded. Mentioned are 23 Categories .

Musical performances and a one month, Shop and Win lucky draw activity will happen.
Shop for Rs. 3000/- and you can win exciting prizes

There will be a special two month long summer carnival for kids starting from April.

- Anchor Store
- Mini anchor
- Entertainment
- Bags/Accessories
- Beauty and wellness
- Books and gifting
- Consumer electronics
- Mobiles
- Denims
- Eyewear
- Fashion Apparels - Mens Wear
- Fashion Apparels - Unisex
- Women's Ethnicwear
- Food Court
- Icecreams/Sweets
- Jewellery
- Kids wear
- Restaurant
- Services & leisure
- Sportswear & sports gear
- Unique Category
- Watches

Lulu
2
**YEARS OF
HAPPINESS**

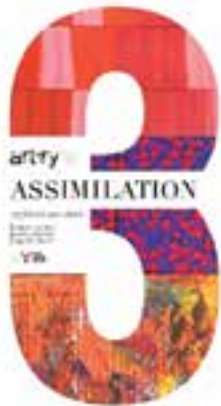
**BIG
ANNIVERSARY
CELEBRATION**

Lulu
FASHION STORE
MEN / WOMEN / KIDS

Lulu
HYPERMARKET

Lulu
connect
DIGITAL & ELECTRONICS MEGASTORE

LULU MALL, KOCHI.
TEL: +91 484 272722



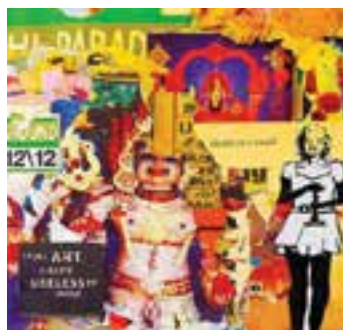
till 22mar

3 ASSIMILATION
 Art By Yogesh Rawal, Pierre Legrand And Kumar Vaidya
 Gallery Hours
 Art'ry Kochi, Fort Kochi
 9020 645550



till 31mar

LABOUR – ART BY DANIEL CONNELL
 11am to 6pm
 Spice Fort Hotel, Fort Kochi
 0484 221 8981



till 29mar

RANDOM INDIA ART EXHIBITION BY CHARLIE HOLT
 9.30am to 7.30pm
 Kochi Books, Fort Kochi
 04842218730



till 29mar

THE KOCHI MUZIRIS BIENNALE
 9am to 5pm

Biennale is Italian for 'biennial' or every other year and can be used to describe any event that happens every two years. It is commonly used within the art world to describe large scale international contemporary art exhibitions. The Kochi Muziris Biennale brings international art to this coastal city of Kerala. Global artists including Anish Kapoor, Yoko Ono, Charles and Ray Eames etc along with regional artists display their works at various centers in Kochi. The first Biennale was held in 2012 and was a huge success. The second edition has also garnered tremendous response with people from around the world coming to Kochi to take part in the art festival.



till 29mar

ICL – INDOOR CRICKET LEAGUE

Play at the mall
 Lulu Mall, Edappally
 0484 2728000

26-29mar

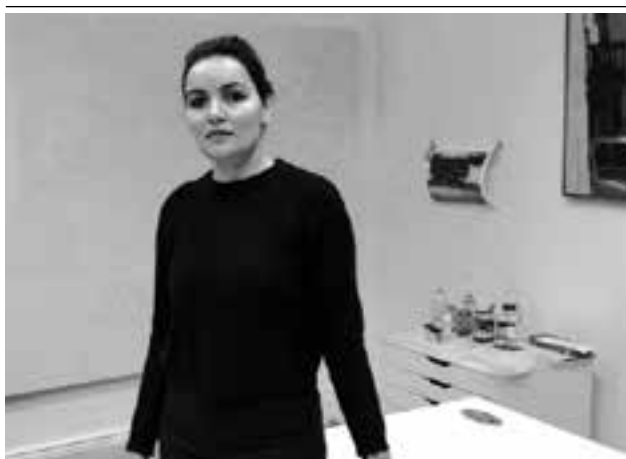
ANNUAL CONFERENCE OF THE INDIAN SOCIETY FOR NEURO-ONCOLOGY

Crowne Plaza, Kundannoor
 0484 286 5000



29mar

UMMIJAAN: MAKING VISIBLE A WORLD WITHIN PHOTOGRAPHY EXHIBITION
 Aasiya Bai Trust Hall, Mattancherry



till 07apr

ART SHOW BY SHUBHA TAPARIA

8.30am to 7.30pm
 Kashi Art Café, Fort Kochi
 0484 221 5769



2015 OSCAR FACT

Benedict Cumberbatch and Eddie Redmayne were nominated in the Best Actor category, for their roles in *The Imitation Game* and *The Theory of Everything*, respectively for the 2015 Oscars. Surprisingly, both the actors have played Stephen Hawking. Cumberbatch played the brilliant physicist and cosmologist in British TV series *Hawking* in 2004, while Redmayne has been nominated for the award for his performance in *The Theory of Everything*.



VIDYA BALAN'S NEXT BIG ROLE

Vidya Balan is known for her diverse roles and this time she has rather big shoes to fill. The national award winner has been rumored to play the role of Benazir Bhutto. Though she has not commented on the offer, we believe that she could do a smashing job as the former prime minister of Pakistan and the first female leader of a Muslim country.

ANIL RADHAKRISHNA MENON'S NEXT

Director Anil Radhakrishna Menon is back with 'Lord Livingstone 7000 Kandi.' The hitmaker who is known for movies with weird names like *24 North Kaatham* and *Sapthamashree Thaskaraha*, announced the movie on social media. It will be produced by Global United Media that worked with the Tamil superhit 'I'.



PRANAV MOHALAL – NEXT ACE DIRECTOR?

The superstar's son had surprised everyone by not following his father's footsteps into acting but by taking up film making. He is currently working with Jeethu Joseph on *Life of Josutty* starring Dileep. According to his senior director Jeethu Joseph, Mohanlal's son has the potential to become a perfect filmmaker in future. According to reports, Jeethu Joseph stated that Pranav is exceptionally talented and has the caliber to be a good director. He says that Pranav can set a good example to youngsters.



LOCAL LAD AT THE GRAMMYS

Keerthy Narayanan from Kochi was part of the team that won the Grammy for the Best New Age Album. *The Winds of Samsara* with Ricky Kej topped the Billboards and features 120 musicians from five continents. Starting off as a member of the band *Firefly* that performed at a high end hotel in Kochi in the early 90s, Keerthy has also worked with Ricky Kej on the opening ceremony music for the 2011 cricket world cup.

06 MAR



ENNAKKAL ORUVAN

Language: Tamil
Cast: Siddharth, Deepa Sannidhi, Amit Bhargava
Producer: C V Kumar
Director: Prasath Ramar
Script: Pawan Kumar
Music: Santhosh Narayanan
Synopsis: A theatre usher who wants to dream of a more glamorous life and makes a deal.

14 MAR



PREMAM

Language: Malayalam
Cast: Nivin Pauly, Renji Panicker,
Producer: Anwar Rasheed
Director: Alphonse Puthren
Script: Alphonse Puthren
Music: Rajesh Murugesan
Synopsis: enjoy the rom-com from the Neram team

20 MAR



100 DAYS OF LOVE

Language: Malayalam
Cast: Dulquer Salman, Nithya Menen, Shekar Menon
Producer: K V Vijayakumar
Director: Jenuse Mohammed
Script: Jenuse Mohammed
Music: Govind Menon
Synopsis: The friendship between a columnist and a college graduate that blossoms into love.

REVEL IN HAPPINESS WITH OUR SERVICES AND FACILITIES.

Happiness has always been our motto and we make sure we give you happiness with our services.

Our first priority has always been to provide and make sure that our customers have a pleasant shopping experience. We offer a wide range of facilities for you, to make your visit memorable.

ATM	Ground floor, First Floor, Third Floor		
BANK	Second Floor		
PHARMACY	TRAVELATOR	Ground Floor	
TRAVEL AND HOLIDAYS	Second Floor, Ground Floor		
INFORMATION DESK	WHEEL CHAIRS	Ground Floor	
REST ROOM FOR DIFFERENTLY ABLED	Ground, First and Second Floor		
WI-FI	LOST AND FOUND	AMBULANCE	Ground Floor
CAR CALLING	Ground Floor		
BABY PRAM	Information Desk		
REAL ESTATE PROMOTION	Second Floor		
FIRST AID	MALL GUIDES	Ground Floor	
SPECIAL EVENTS INFORMATION	Ground Floor		
BABY CARE ROOM	All Floors		
BAGGAGE COUNTER	Near Lulu Hypermarket, Ground Floor, Basement Lobby		
PRAYER ROOM	First Floor for Ladies, Second floor for gents		
MOBILE CARE/SERVICE	Airtel, Zahra Phones, Second Floor		
MONEY EXCHANGE	Ground Floor		
CUSTOMER SEATING	CUSTOMER LIFTS	ESCALATORS	All Floors
MOBILE CHARGING STATIONS	All Floors		
DOCTOR ON CALL	Information desk		
DRIVERS LOUNGE AND WASHROOM	Basement Parking Area		
HELMET PARK	UMBRELLA PARK	LAUNDRY PICKUP	Basement lobby
DRINKING WATER	First Floor		
VALET PARKING	Mall Entrance		
BUTLER SERVICE	Information Desk		

The choice only gets better with every Volkswagen.



Walk-in to our showroom to experience the best of German engineering.

When it comes to choosing a car, Volkswagen is the undisputed choice. But what gets complicated is the choice within the range of Volkswagen cars. Simply because all Volkswagen cars are perfect to the T. While the sporty Polo upholds safety with dual airbags in every variant, the stylish Vento sets a benchmark in its class with distinctive features. The all-new Jetta beautifully blends power with luxury to accentuate the thrill of driving. Underlined with German craftsmanship and a passion for innovation, the only choice better than a Volkswagen is another Volkswagen.



Polo Diesel - 20.14 km/l
Vento Diesel - 21.21 km/l



Volkswagen. Das Auto.

Terms and conditions apply. Let's make life safe by obeying traffic rules. Roadside assistance only within covered limits. Accessories shown and features listed may not be part of standard equipment. Finance at the sole discretion of Volkswagen Finance Pvt. Ltd. Limited period offer on select variants. All offers from Volkswagen dealer. #As per ARAI test. For further details, please visit our dealership at:

Exchange through
Das WeltAuto.
Pre-owned cars you can trust. Guaranteed.

POWERED BY
Volkswagen Finance



Volkswagen Ernakulam

KTC Cars (I) Pvt Ltd. 23/649 A8 - A9, NH 47,
South Kalamassery, Cochin - 682022 • Mobile: **8157081570**

Ask us : Why only Volkswagen can build a Volkswagen.



www.mochi.co.in | follow us on  & 

MOCHI

SHOES & ACCESSORIES

AWESOMENESS NOW IN STORES

Shop No. F - 08, First Floor, Lulu Mall