

# Lulu Happiness

ISSUE 02 VOL 01 DECEMBER 2014

THE LULU MALL MAGAZINE



In Style  
*Raai Laxmi*

Santa's Bag  
*Your guide to last minute  
gift shopping*

Christmas  
Cheer  
*At Lulu Mall: Festive  
shopping at its best*



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## WELCOME TO THE WORLD OF HAPPINESS



Dear Friends,

The premier issue of Lulu Happiness was welcomed with an enthusiasm beyond our expectations. Basking in the glory of the successful launch, a new issue is here to get you started on the season's celebrations.

This month we are all set to celebrate a merry Christmas and usher in a prosperous New Year 2015. The mall will be decked up in blue and white with massive Christmas trees to set the mood right. All 200+ stores at Lulu Mall are gearing up for a festival season that guarantees stress free shopping and memorable times spent with your loved ones. You wouldn't want to miss out on the 'Shop & Win' contest either. Also, this December, the Marriott Hotel will be opened within the Lulu campus. Come, visit us with your family and join in the happiness. From fresh and delicious Xmas delicacies to last minute gift shopping, there's a lot to look forward to at your ultimate festive shopping destination - Lulu Mall.

Hope you enjoy reading Lulu Happiness, as much as we enjoy making it.  
Merry Christmas and a happy New Year!

Ashraf Ali M.A.  
Publisher

Cover Image | Model: Raai Laxmi | Photographer : Toonus | Styling : Fashion Monger Achu  
Hair & Make up: Joena | Costume courtesy : Marks & Spencer  
Image Manipulation: Jemini | Location Courtesy: Backyard Civilization, Mattancherry



## Calicut Paragon

Get a taste of Calicut in Kochi – Paragon is here to win your hearts with its enviable culinary heritage and delicious coastal cuisine. After attaining cult status in Calicut and Dubai, Calicut Paragon is now serving on three floors of the mall.



## Cookie Man

Choco Chip, Coffee Walnut, Brandy Snap, Honey and Oats, Coconut Macaroon, Shortbread, Peanut, Ginger and many, many more – more than 50 varieties of freshly baked Australian cookies are now available at the Cookie Man store on the 2nd floor.



## Tangerine Toes

With an exclusive collection of fashion flip-flops in 120+ styles, Tangerine Toes is now open on the 2nd floor of the mall. At prices from Rs 499 to Rs 1599, this stylish and comfortable footwear fashion is for everyone – men, women and kids.

## Lulu Forex

The Indian arm of Lulu International Exchange, Lulu Forex Pvt Ltd, has now started operations on the ground floor of the Lulu Mall. A one-stop-shop for all foreign exchange businesses, Forex offers a wide range of services including currency retailing, wholesaling and export-import currency.





## RAAI IN STYLE

*Our cover girl, Raai Laxmi, talks fashion and being stylish at all times.*

**A** busy actress by all means, Raai Laxmi, however, is not one to turn a blind eye to personal style. Ask her about fashion and she says; "I have always believed in fashion and it is important to me as well as my work." Posing for our cover, Raai gets comfortable in a snug sweater and short dress from Marks & Spencer. She had clear opinions about her look - a dash of eyeliner here and just the right amount of gloss - after all images once taken remain forever, especially in the case of a celebrity.

Raai knows perfectly well that it is important to look presentable at all times. "At a public event many people take photos or videos and as a celebrity, you need to look good for them." One recent look we loved is from SIIMA 2014 - Laxmi was clad in a black mirror work Archana Kochhar saree with a Gucci 1973 top handle bag dangling from her arms. However, if asked for fashion advice, Raai is in support of comfort. She says; "Fashion is all about portraying confidence and style. You should be able to flaunt it without effort." Be it designer wear or her favourite brands, Raai looks for clothes that fit and accentuate her curves.

*Model: Raai Laxmi | Photographer : Toonus | Styling : Fashion Monger Achu  
Hair & Make up: Jeena | Costume courtesy : Marks & Spencer  
Image Manipulation: Jemini Location Courtesy: Backyard Civilisation, Mattancherry*

# BRINGING HOME CHRISTMAS

*Come December and our shopping lists tend to get a little longer, and why not? It's Christmas time and the New Year is almost knocking on our doors – time to get the family together and celebrate. There are decorations to be done, gifts to be packed and feasts to be prepared. Checking off that shopping list sounds like a tedious task – but not when you can walk into Lulu and get your shopping carts filled with everything from gifts and clothes to fresh food from under the same roof.*

*Text Rakhi Jerly    Photographer Suneesh Suresh*



## LULU HYPERMARKET

Walking into the hypermarket on the ground floor of the Lulu mall can often be overwhelming for first time visitors - after all it is the largest of its kind in India. Regular visitors can share a hint of this feeling during the Christmas month, because the moment you walk in your eyes will easily seek out all the goodies laid out for your celebrations.

Start with the decorations; they are right there at the entrance. There are trees in all sizes with sparkling bells and baubles to adorn them. Check out the crockery and kitchenware section on the right; you just might find that right gift for the home - a dinner set or serving bowls for the Christmas guests. At the back of the sprawling store, you'll find fresh seafood, meat and poultry for a

sumptuous Xmas lunch. Veggies and juicy fruits are a stone's throw away. Don't miss the special ones among them - the Mandarin oranges, Dragon fruits, pears and strawberries will make your Christmas desserts irresistible. Once that's in the basket, go on a tour of the other aisles - you just can't take the risk of missing anything. Maybe you'll need a packet of instant appam powder for that elaborate breakfast on Christmas day or a bag of long Biryani rice, a bottle of ghee or a tub of ice cream and some ketchup for the snacks or cookies for tea. Now, you are ready for the spice route - from powdered chilly and turmeric to a variety of masalas help in adding that zest of flavor to your festive cooking.

But then, if cooking a big meal for Christmas is not your forte, you've come to the right place - the bakery and hot food sections fit your bill. You don't need directions to reach there - just follow that mouthwatering aroma of freshly baked plum cakes, an assortment of cupcakes, donuts and breads, glazed and herb-dusted turkey and duck or fried chicken and roasted beef. You really can't leave the billing counter unsatisfied. Fair warning - you just might need an extra hand to get all those shopping bags home though.





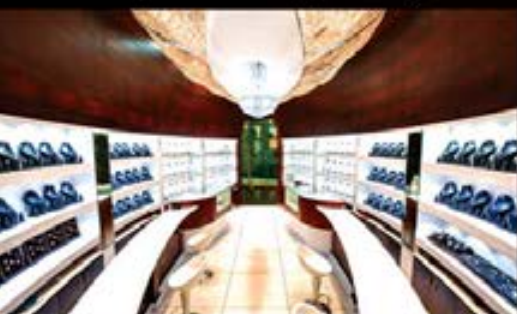
## MARKS & SPENCER

Be it Christmas or New Year's Day - looking good during a celebration is as important as digging into a sumptuous feast. And when it comes to the family fashion needs, just any store wouldn't do. What you are looking for is a brand that can make everyone happy. We have the right one for you - head to Marks & Spencer on the ground floor of Lulu Mall. This store has quite a few varieties for the entire family to choose from. The gentlemen can opt for fine shirts, matching trousers with ties, belts and other accessories. Do check out the combo packs for shirts, available at ₹2999 and ₹1999. The ladies must go through the formals and lingerie - M & S is one of the best in business for these product categories. Not many know that the store has a well-stocked kid's wear section, with the latest trends to keep the little humans cute and comfortable. "Innovation" is yet another reason for you to choose Marks & Spencer clothing. Fabric that helps control body temperature to "Active Waist" technology that stretches trousers to fit right is prominent among these innovations. With so much on offer, linen shirts and ladies casual tops remain the top sellers here. You will love flaunting these pretty colours and comfortable fits too.





What's Christmas without a little sparkle? Not just on the tree or in the stars, but also on you. Be it a gift or a precious possession, Diamonds are forever. What better than lightweight but elegant diamond jewellery to keep you sparkling under the Christmas lights. Check out these collections from two of the reputed jewelers at Lulu Mall – Josco and Sky Jewellery.



## Josco

A set of Diamond necklace, earrings, ring and bangle for just ₹ 99,000! Yes, Josco offers to fulfill your diamond dream for as little as that. There couldn't be a better Christmas gift for your beautiful wife or darling daughter. If you can make do without the bangle, you save at least 30 K more. The delight doesn't stop there - life long guarantee, cleaning service, 100% exchange and other exciting services and offers come along. What we can't stop thinking about is the multi-use jewellery. Imagine a stunning bracelet with golden hoops being delicately folded into a ruby studded ring. Well, you wouldn't have to imagine, if you pay a visit to Josco's diamond showroom. Get ready to be dazzled by an assortment of exquisite jewellery with rings starting at ₹ 5000, bangles and bracelets at ₹ 35,000 and necklace sets with matching earrings from ₹ 75,000.

## Sky Jewellery

Attention to the tiniest of details, excellent service and strong designs are what sets Sky Jewellers apart among the gold rush of competitors. After conquering the Middle East, Sky is here to win the hearts of Indian shoppers. Purchasing gold is equivalent to making an important investment, with Sky Jewellery's trusted quality and best value for money, you are sure to make a good investment by shopping here at their Lulu Mall showroom. The Diamond collections offers 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 jewellery 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 jewellery is guaranteed to be a remarkable experience with its well-trained staff and timeless designs.





## SPARKY'S

The Christmas holidays are here and it's that time when the family gets together. Before you start looking for fun things to do, take a trip to Sparky's. Lulu's entertainment zone will give you rides that keep the kids engaged while you indulge in some guilt free fun, without worrying about their safety.

There won't be any brain cell left passive before you step out of Sparky's. There are enough number of care takers for the kids and a kid's saloon which is sure to be different from the regular nightmarish saloon visits.

While the grownups try their hand at air hockey, kids have wall climbing to activate their sporty side. Try Drop Tower which takes you up above and drops you down, making you think that your body is left up there. Jamaica, one of the highlights of Sparky's will shake you whole. Kids will love the soft balls, crazy cars, bikes, monster ride, bumping cars, carousel, swings and animal rides. Skippy, the kangaroo moves sideways and you need to try filling balls into his belly by pressing a button.

Indoor games like pool and the 12 lane bowling alley have special prices for regular gamers. A mini roller coaster will take you on a half way ride above the whole gaming section. There is a huge ice skating rink, the largest in south India. Chisel your skating skills or enjoy watching the others zooming by - there, you have your share of the white Christmas.

For the gamers, there is a whole set of 5 D motion shooting games that create pseudo reality. By the end of each game you will get tickets according to your points which can fetch you exciting prizes at the gift counter. At the motion gaming hall, you will get to see huge screens, cozy seats to curl in and play all the android games.

Before you leave, don't forget to take snapshots at 'Photo and Fold'. You can easily get the copies and set it folding in the way you like. Visit this land of gaming and fun and you are sure to return every weekend.





## LULU CONNECT

Christmas is a time to fill your home with happiness and capture those memories in frames that last forever. In today's high-tech world, none of that seems possible without the latest electronics and gadgets. And we found the right place for you - Lulu Connect on the 2nd floor of The Lulu Mall. So, why not bring home that large screen LED TV you have been dreaming about? The kitchen could do with a new refrigerator or oven. Is your smartphone too old for the times? Check out the latest models in

the market. Maybe it is time for you to capture those precious family moments in a DSLR. If it is the top brands that get your passion for gadgets going, Connect has got every single one of them. And if all these haven't tempted you yet, think of the irresistible offers waiting for you. Extended warranties, tempting discounts or excellent after-sale services - you'll walk out with more than you shopped for. Choose your product and ask for the "Best Price" - you just might win a good bargain!



# X'MAS HUES AT LULU FASHION STORE

December is here, it's time to celebrate. Get dressed for the occasion in colours of this season...



LEVIS sweater  
Price ₹ 2199



UB Ladies stole  
Price ₹ 165



Miss She Ladies Slipper  
Price ₹ 499



Doodle Girls Frock  
Price ₹ 999



Miss She Ladies Bag  
Price ₹ 639



Latin Quarters  
Price ₹ 2199



Bugachi Mens shoes  
Price ₹ 999



Lee Cooper ladies pants  
Price ₹ 1599



Identiti Mens Shirt  
Price ₹ 1499



W Ladies Kurta  
Price ₹ 1099



Miss She Ladies Bag,  
Price ₹ 1199



Chase Boys Shirt  
Price ₹ 1375



L2K Ladies pants  
Price ₹ 799



Geordano Mens shirt  
Price ₹ 1895



Happy Face frock  
Price ₹ 1199



SAF Ladies scarf  
Price ₹ 419



Latin Quarters top  
Price ₹ 1350



U.S Polo ladies top  
Price ₹ 1399



Yivvu Ladies Bag  
Price ₹ 1049



W Ladies Kurta  
Price ₹ 1499



Amira Ladies stole  
Price ₹ 269



Happy Face frock  
Price ₹ 779



Harley Ladies Shoes  
Price ₹ 1299

Disclaimer: Price and features are subject to change. Buyers are advised to act on data after cross-checking.

  
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**BETTER TO GIVE...**

*Opt for full-on glamour, with a cascade of crystal that friends will love so much you'll know exactly the gift to give them this year.*

# SEASON TO SPARKLE

Whether you're seeking a little sparkle for a party or shopping for the perfect gift, the holidays are the time to put on the glitz.

**W**ith its plethora of parties, the holiday season is the one time of year when you want to look your very best. An easy way to give your style a festive makeover is with some subtle sparkle, so adorn yourself with some classically elegant earrings, necklaces, bracelets and rings. Shine on into the new year with metallics – a style that shows no sign of waning this winter and, instead of toasting the season in a predictable LBD, opt for stand-out silver. Smoky eye make-up and delicate jewels complete the look and will ensure you make an entrance at the office party or a friend's sophisticated soiree.

To shop the products on this page visit your local Swarovski boutique.



*I'LL BE WISHING FOR THIS BEAUTIFUL BRACELET THIS HOLIDAY SEASON. IT'S A MUST-HAVE!*

MIRANDA KERR

Miranda wears: Baron Pendant Earrings, £8450; Solitaire pendant, £5080; Baron Bracelet, £13380; Bathus Ring, £8450; Baron Necklace, £8450.



# SANTA'S BAG

Find out what's in Santa's Lulu shopping bag to help you along the last minute gift hunt...



Shadow for Men 75 ml  
Ajmal Perfumes  
Price ₹ 2300



Crystal Ambiray Jewellery Box  
Swarovski  
Price ₹ 6790



Crystal USB Memory Stick  
Swarovski  
Price ₹ 5670



Angel Sopia  
Swarovski  
Price ₹ 22260



Prose for Women 60 ml  
Ajmal Perfumes  
Price ₹ 2700



Silver Saga Earrings  
Shaze  
Price ₹ 2650



Pearl drop earrings  
Shaze  
Price ₹ 4980



Oval gold bracelet  
Shaze  
Price ₹ 3120



Dahnul Oudh Khalifa 3 ml  
Ajmal Perfumes  
Price ₹ 4000



Circular gold bracelet  
Shaze  
Price ₹ 9440



Crystal star candle holder  
Swarovski  
Price ₹ 22260



E' Perfume  
Shaze  
Price ₹ 3650



Crystalline USB pen  
Swarovski  
Price ₹ 2890

Disclaimer: Price and features are subject to change. Buyers are advised to act on data after cross-checking.



Ladies Bracelet Watch  
Calvin Klein Watches  
Price ₹ 22600



Perfumed candle  
Shaze  
Price ₹ 2500



Train kids picture frame  
Shaze  
Price ₹ 3220



Snowflake ornament  
Swarovski  
Price ₹ 4710



Crystal toasting flutes  
Swarovski  
Price ₹ 24080



Chemistry for men 90 ml  
Ajmal Perfumes  
Price ₹ 1800



Srazy Bijoux box  
Shaze  
Price ₹ 18520



Twirl ring  
Shaze  
Price ₹ 2000



Poinsettia Ornament  
Swarovski  
Price ₹ 2510



Crystal Santa Mickey  
Swarovski  
Price ₹ 11240



Pearl & Silver Bracelet  
Shaze  
Price ₹ 4150



Men's Dart Watch  
Calvin Klein Watches  
Price ₹ 27800



Crystal tabletop christmas tree  
Swarovski  
Price ₹ 22260

# A GATEWAY TO HAPPY WEDDINGS

*Models sashayed down the ramp showcasing the best of wedding shopping at Lulu, as the premiere issue of Lulu Happiness was given a grand welcome amidst the celebrations.*

On 27th October 2014, lights shone brighter and music filled the air at the Lulu Mall Atrium. The models walked and posed in wedding finery worth the awe reflected on the faces of happy visitors. Footwear from Metro shoes and Rado Watches accompanied the opulent designs from Lulu Celebrate, Rang Bandhej, FabIndia, VDot and Raymond. The ladies graced the ramp in exquisite jewellery from Bhima, Josco Jewellers, Kushal's and Malabar Gold. As Raaga's Band kept the audience engaged, the crowd spilled over the three floors. The show choreographed by Dalu and styled by Han Tom came to

a climax as actress Rima Kallingal walked down the ramp, looking stylish as always. Lulu Happiness - The Lulu Mall magazine was launched by Rima, who was joined on stage by Lulu Mall dignitaries including Mr. Nishad M A - Director, Mr. Shibu Philip - Business Head, Mr. Ameen Sheikh - Lulu Celebrate Director, Mr. Nishad P A - Retail Business Head, Mr. Sudeesh Nair - General Manager HyperMarket, Mr. Sheeref K K - Asst. Mall Manager and Mr. Swaraj N B - Media Coordinator. Mr Arun Balachandran and Mr Abraham Tharakan from FWD Media were also present during the unveiling.



◀ *The Edappally traffic signal junction was first known as the Station Kavala. Then we started calling it the Edappally Signal. But now, everyone recognizes it as the Lulu Signal!*







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with the Polar bears

#### BECOME AN ANGEL

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#### Mall Timings

Monday to Sunday 10 AM to 10 PM  
Food Court 10 AM to 11 PM  
Hypermarket & Cinema 9 AM to 11 PM

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Call +91 484 2727776 (10 AM to 10 PM)  
Information desk is available on the ground floor main atrium.

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Union Bank, SBI, Standard Chartered  
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Catholic Syrian Bank, ICICI  
Third Floor – SBI

#### Contact Information desk on the

ground floor for: Wheel Chairs  
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Car calling available at all entrances  
Baby Pram  
First Aid  
Doctor on Call

#### Rest room for differently-abled:

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Baby Care Room: On all floors near ladies washroom  
Prayer Room: First floor (Ladies) & Second floor (Gents)  
Mobile Charging stations: All Floors  
Drivers lounge & Washroom: Basement Parking area  
Helmet & Umbrella Park: Basement lobby  
Car cleaning: Basement lobby  
Valet Parking: Mall Entrance

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all under one roof at Lulu.

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<b>WILLIAM PENN</b> THE WORLD PEN STORE 0484 2728037 G	 <b>SWAROVSKI</b> 0484 2728005 G	 0484 2727758 1F
 0484 2727757 2F	<b>CROSSWORD</b> 0484 2725007 2F	<b>Canon</b> Image Sense 0484 2728728 2F

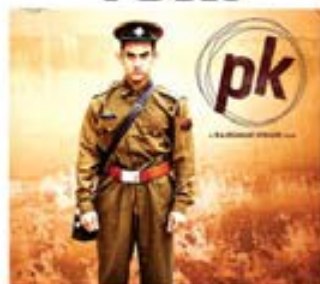
G Ground Floor 1F First Floor 2F Second Floor



## THE HOBBIT

Starring: Benedict Cumberbatch, Cate Blanchett, Orlando Bloom  
Director: Peter Jackson  
Script: Fran Walsh  
Music: Howard Shore  
Producer: Metro-Goldwyn-Mayer  
Synopsis: Bilbo and Company are forced to join in a war against an army of combatants and the terrifying Smaug from acquiring a kingdom of treasure and incinerating all of Middle-Earth.

## 19 DEC



## PK

Starring: Aamir Khan, Anushka Sharma  
Director: Rajkumar Hirani  
Script: Abhijat Joshi  
Music: Shantanu Moitra  
Producer: UTV Motion Pictures  
Synopsis: A stranger in the city asks questions no one has asked before. PK's innocent questions and childlike curiosity take him on a journey of love, laughter and letting-go.

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