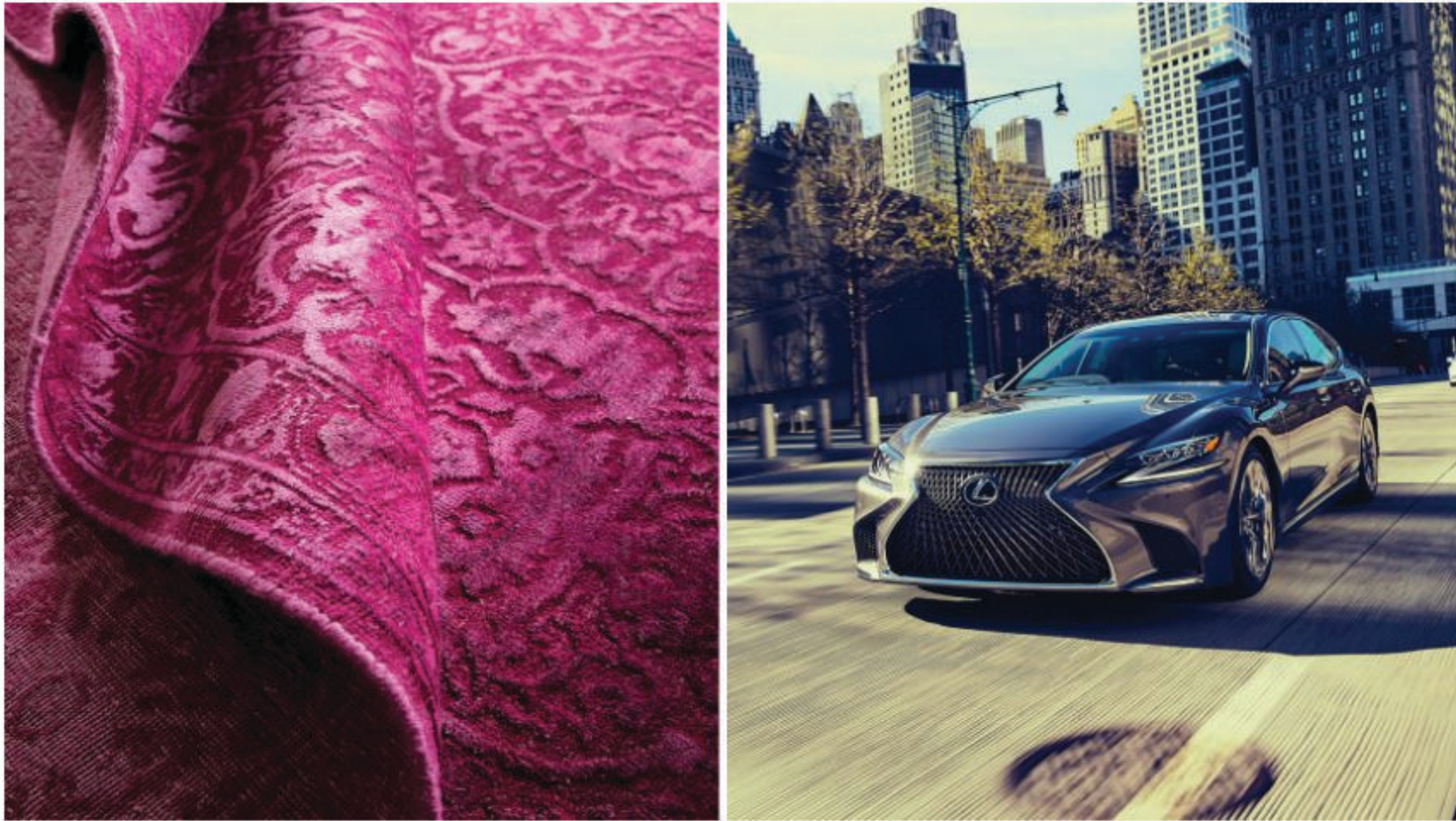


Luxury Lifestyle Weekend 2018: 5 things you shouldn't miss at this Mumbai event

The AD Sunday brunch on March 11 will bring together the city's tastemakers and luxury connoisseurs.



(Left) A rug from the Jaipur Rugs collection; (right) The new Lexus to be unveiled during LLW

Luxury as a concept has undergone a seismic shift. With novel expectations, consumers have changed the landscape of luxury, evolving from traditional to new-age and experiential. What will the new luxury world look like, and how should brands respond? At the Luxury Lifestyle Weekend, scheduled to be held from March 9 to March 11 at Jio Gardens, Bandra Kurla Complex (BKC), Mumbai, exclusive experiences will give you a preview of how luxury can be interpreted in different, interesting ways. Each brand has carefully curated an engaging experience to help guests understand their brand a little bit better.

The Jaipur Rugs experience

The leader in hand-knotted rugs, Jaipur Rugs, will be showcasing its latest line of rugs, Tattvam, at Luxury Lifestyle Weekend. These rugs were created in collaboration with celebrity interior designer Gauri Khan. Jaipur Rugs will put on a live demonstration of the traditional charkha, a tool that is still used by their artisans to keep the dying craft of hand-spinning raw wool into thread alive.



The Jaipur Rugs experience at Luxury Lifestyle Weekend

