



The Overdressed

By

Samiksha Chopra & Sonali Kapur

EXCLUSIVELY MARKETING BY

Shabnam Singhal

Managing Partner, Sirius D&E

About Sirius D&E

Website : sirius-ed.com

Sirius D&E, a seasoned brand honed with over a decade of business experience, is the leading global player in creating and managing high-end realty assets. The name behind India's most coveted luxury malls, retail destinations and opulent residencies, we currently enjoy the position of a preferred real estate consultant for domestic and international luxury projects. Having truly demonstrated our flair across all stages of a real estate project including conceptualization, planning, execution, positioning, marketing and management, Sirius D&E has emerged to be a comprehensive service provider with an all encompassing approach and unmatched experience.

About Sirius Luxury Affairs

Website : siriusluxuryaffairs.com

Sirius Luxury Affairs offers those planning an wedding, an exhilarating blend of élan, extravagance and the modern day aficionado's penchant for luxury. Like a page out of a self- written fable. Sirius Luxury Affairs presents bespoke comprehensive wedding solutions that celebrate the most important day of your life. Apart from weddings, Sirius Luxury affairs presents comprehensive solutions for all sorts of events that you plan to host. Our Bespoke approach ensures that your events transpire your personal style, elegance and class apart patterns.



- ❖ Shabnam Singhal is the Managing Partner of SIRIUS D&E which is a luxury International Property Consultant belonging to Singhal group of companies.
- ❖ Singhal belongs to top 100 families of India having a strong political and business background.
- ❖ Sirius D&E is a part of a multi diversified Singhal group of companies involved in various fields such as Biotechnology, Software Developments, Real Estate. Our Group companies are i.e. Biotech International Ltd., Computronics International Ltd., Chemical International Ltd, Vipps Centre, Manvi Investment among others.
- ❖ Ms Singhal has diversified experience in the group of companies and has been in the industry for over 2 decades and achieved success in product development and marketing.
- ❖ Sirius D & E also have an exclusive mandate for Delhi One Luxury retail (Four Seasons Retail) and now mandated for Four Seasons Pvt Residencies and various other luxury hotels and malls. It is the largest Four Season project on this side of the planet.
- ❖ Under Singhal's leadership Sirius has pioneered the Luxury real estate in India is now diversified into the exclusive realm of Luxury events with Sirius Luxury Affairs.
- ❖ Sirius Luxury Affairs offers customized services for quintessential luxury weddings, events & soirees that are designed to resonate with individual's personal style, elegance and standards.

About OUR EXCLUSIVE MARKETING PARTNER



Ms. Shabnam Singhal

Managing Partner/Owner
Sirius D&E and Sirius Luxury Affairs
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www.siriusluxuryaffairs.com

Introduction

The brainchild of founders Samiksha Chopra and Sonali Kapur, 'The Overdressed' is a unique luxury-shopping platform, which offers an exclusive range of glamorous brands to Delhi's chic fashionistas.

With an impeccable sense of style and a passion for hosting unique events, Samiksha and Sonali came together to launch 'The Overdressed' with a successful first pop-up in April 2018.

Brand Portfolio

The exhibition took place on the 21st Of September at The Claridges, New Delhi, and included brands like **RANNA GILL, CHERIE D, DOFT, EXCLUSIVELY YOURS, FLUER DE LIS, IT'S ALL ABOUT WEAVES, ISHARYA, JUNIOR, KAMAALI PRET, KASMIA by AKM MEHRASONS GROUP, THE LOTUS by SHITAL BAJAJ, MEHRAAB, MELLOWDRAMA, MY LITTLE JR by AMRITA, NANDITA MAHTANI, ROSE ROOM COUTURE, SHOBIKA, SPECIAL MOMENTS by RIDHIMA SACHDEVA, SUKU SUKU, URVIKA and XAKA CUTLERY.**



Exclusively Yours



SHOBICA



NANDITA MAHTANI



MELLOW DRAMA



CHERIE D



SUKUSUKU



Brand Sponsors

The last event was sponsored by T & T Motors for The Overdressed at The Claridges, which turned out to be a huge success.

They also displayed their luxury cars at the event.



Media Coverage



The exhibition was attended by the crème de la crème of Delhi's, social and fashion glitterati.

Seen at the exhibition were Nandini Bhalla, Minu Bakshi, Nitasha Nanda, Mala Relan, Nandita Mahtani, Neera Vig, Sunita Talwar, Noorie Loomba, Namrata Rajpal, Nitya Bharany, Shweta Singhania and others.







Sponsorship

We are looking for a sponsorship amount of XYZ for the Title Sponsor, in lieu of which the following deliverables will be given -

- ✦ Prominent branding at the VENUE with a checkered wall.
- ✦ An exclusive space with maximum visibility for on-ground activation.
- ✦ ATL support with display of marketing paraphernalia.
- ✦ Customer Database will be provided
- ✦ All photographs will be shared with the sponsor brand for social media purposes and we will mention the brand prominently on all our handles.
- ✦ LOGO incorporation in the invite for the event.
- ✦ The photograph of the spokesperson for your brand will be included in the digital media partner for The Overdressed.



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