

Celebrating Womanhood- The Woman-2008 Explore the Fabulous Womanhood

Jewellery, Fashion and Accessories will be amongst the main draw cards at this year's The Woman-2008, offering an array of exquisite jewellery designs; ornate clothing and dazzling accessories that rejuvenate and inspire the womanhood inside each woman. Woman-2008 aims to stimulate convictions among the style-savvy and fashion-oriented woman by exposing top-notch designers from all across the country.

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Woman-2008 aims to stimulate convictions among the style-savvy and fashion-oriented woman by exposing top-notch designers from all across the country. We present Women's Expo, a celebration of womanhood as our tribute to the fairer sex. This unique opportunity brings elite brands and top-notch fashion designers under the open winter skies and provides them a luxury and lifestyle platform to pamper existing clientele and woo potential ones. This is a synchronized effort to develop a common arena for leading luxury brands to come together and create an unforgettable experience around a forte audience.

A woman confined within the four walls of the homes is a long passé and now woman ventures out defying all the obstacles roaring her path to success. Some women believe in the power of self. They strive to better their lives and those of others. Some women go out and make that change. Some, by their actions, have put Indian women on the international map. Be it sports, entertainment, fashion, corporate or politics, no place is devoid of coveted women leaders who have ability to lead convincingly.

Women are smart and savvy, striving to live up to their potential. They are curious about the world they live in, and they want to make a difference. They cherish the gift of womanhood and most particularly, the ability to look within, push the boundaries of what they know, and enlarge our hearts and minds with the world. Come with us, as we explore the fabulous womanhood . . .

Her warmth has no equals, except for her acute intelligence. Her homemaking skills are legendary, so is her tremendous business acumen. Meet the contemporary woman, a sublime image of warmth and indomitable strength, someone to be respected and cherished. Armed with the unique ability to handle multiple tasks at once and accomplish all of them with élan, the woman of today will not settle for the second best. The Woman 2008 has accommodated the yearning bits and pieces for woman including modish and stylish jewellery and contemporary outfits.

A woman is the epitome of the perfect balance between tradition and modernity, gentleness and brute strength. She is a force that makes the world a better place for everyone. 'THE WOMAN 2008' is a celebration of the inherited strengths of a woman, an acknowledgement of the fact that if a woman sets her heart to something, there are no barriers strong enough to stop her, that a woman is the pride of homes and corporate houses alike.

It is also a proclamation to do more, to give her something in return for the immense love she has enveloped us in.

We aim to make the people of Punjab witness the facets of a woman and realize that each woman

is a depository of incredible strength. That her gentleness is not her weakness and her beauty is not meant to be hidden behind locked doors. However it should be enhanced and made to breathe free under the open sky. That, if treated with the respect she deserves, a woman can create heaven in your home and your life. This exhibition recognizes women as the champions of life and architects of their families & communities, a person who adds color to life.

Excelsior PR has initiated an attempt to showcase the magical world of women with 'The Woman-2008', an exhibition that showcases only the best of the products available for women all over the world. This mega expo will encompass every indispensable prerequisite of a woman, right from fashion, jewellery, kitchen appliances and applications, skin care, make up and much more. Everything has been thought about.

Experts from all relevant domains will be invited to make the expo a life altering experience for the visitors and the participants alike. Jewellery topping the list as even a small ounce of gold can change the way the world looks at you. Fragrances are not far behind in increasing your score on the desirability meter. The first look & the first touch being a very important aspect of a woman's personality, designer attire & cosmetics are an essence of a woman; Housewives will also get interesting insights into better management of home and family.

Shoppers, of course will have a great choice of a wide range of products and brands. They can make a thorough assessment of the various products provided to them under one roof and select the best suitable.

- **END** -Excelsior is an Advertising, PR and an Event Management company based in Ludhiana. We provide a complete range of integrated marketing and public relations services including research, strategic planning, creative development, media planning and placement, media relations, corporate communication, literature design and production, event planning and management across Punjab, J&K. Creativity, originality, innovation, these words are the essence of our being as a family of professionals. We are driven by a deep-seated commitment towards creativity and originality. Being an creative and innovative company with a zeal for producing campaigns that make a significant difference to our client's business, we try to understand our client's attitude and perception and make campaigns best suited to his personal and organizational personality. This combined with the clarity in our work structure, and the market research that we do, enables us to come up with sound strategic decisions. The driving force in our work is a deep-seated commitment to excel our clients' expectations as well as our attitude towards our clients, whom we see as more than business deals. More than us, it is the results we deliver that speak. We don't just desire excellence - we implement it. For us the concepts of originality and creativity are just part of work, things we take naturally. What we pride ourselves about is the understanding we seek with our clients, that 'extra something' which makes all the difference. We are driven by results and responsibility. Being accountable for our campaigns, we put our hearts and souls into creating them. Since the time of our inception, we have managed to win over the trust of many esteemed clients. We emphasize on building long term relationships rather than cut and dried deals. Our goals and aims revolve around: - Hard hitting creativity backed by concept innovation. - Market expansion - Personalised and focussed services to clients. - Brand Building and Retention. - Complete agency services involving Advertising, PR and Event management

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You can also visit www.celebratingwomanhood.com for more information.