



Dear Partner,

November marked a significant beginning to the holiday season at VR Chennai. The month featured two focused retail campaigns – “Vows & Veils” Wedding edit and “The Gentlemen’s Edit” – both offering attractive merchandise and discounts.

Later in the month, we celebrated Children’s Day with Playu.in, hosted our annual Tree Lighting Ceremony with The Sahram Academy, and concluded November with the Black Friday Sale. Strategic partnerships with influencers including Karthika Sigan, along with over a million people across digital platforms, we now look forward to December, a month that promises an exciting lineup of events and more to unfold.

Best Regards,
Team VRChennai

HIGHLIGHTS OF THE MONTH

"VOWS & VEILS" WEDDING CAMPAIGN

1st – 9th November, 2025

Our nine-day wedding shopping festival transformed VR Chennai into a one-stop destination for wedding preparations, bringing together premier ethnic wear, jewelry, and cosmetics brands. Shoppers enjoyed exclusive offers and a thoughtfully curated experience designed for wedding shopping needs.

The festival’s digital campaign featured an Instagram contest where participants shared their love stories to win assured gift vouchers, driving both engagement and footfall. The highlight was a VR bridal makeup masterclass led by influencer Karthika Sigan in collaboration with professional makeup brand Kryolan, which attracted over 500 registrations.

The festival concluded with “largesth facial” – a vibrant celebration in partnership with Page 3 India, Maryam, and Aashita – creating an immersive, festive atmosphere that brought the wedding shopping experience to life.



THE GENTLEMEN'S EDIT SALE

14th – 23rd November, 2025

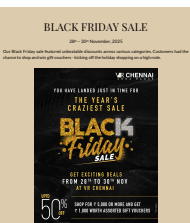
Premium men’s brands took center stage with curated collections and competitive offers, making VR Chennai the go-to destination for men’s shopping. The integrated digital contest strengthened this pull by offering assured gift vouchers to participants who shared stories of influential men. This four-pronged approach – compelling in-store merchandise with digital voucher incentives – successfully converted online engagement into measurable center visits and purchases.



CHILDREN'S DAY CARNIVAL

15th – 16th November, 2025

Our two-day Children’s Day Carnival featured gaming zones, open mic sessions, play areas, puzzles, and quizzes. Young participants enjoyed activities and competed for gift vouchers through the weekend.



TREE LIGHTING CEREMONY

21st November, 2025

This beloved annual ceremony officially launched our holiday season. Students from The Sahram Academy filled the air with joyful Christmas carols, setting the perfect tone for the evening’s tree lighting and community cake-cutting celebration. The festivities concluded with an interactive cake-making workshop that brought everyone together for a sweet, hands-on experience.



BLACK FRIDAY SALE

28th – 30th November, 2025

Our Black Friday sale featured unbelievable discounts across various categories. Customers had the chance to shop and win gift vouchers – kicking off the holiday shopping on a high note.



HOLIDAY SPLENDOUR

5th – 7th December, 2025

VR Chennai ushered in the season with the grand opening of its Holiday Splendour celebrations, marking the elegant beginning of Christmas festivities in all their charm. A world of glittering experiences, warm traditions, and festive delight has now officially begun.



STORE LAUNCHES - NOVEMBER



JOCKEY
The renowned international brand opened its doors at VR Chennai, offering premium underwear, loungewear, and athleisure essentials.

UPCOMING STORE LAUNCHES

MAKE YOUR OWN PERFUME (MYOP)
India’s pioneering perfume bar is set to open soon – allowing guests to craft and bottle their signature scents. A place where memories, moods, and moments blend into a fragrance that is uniquely yours.

MYOP MAKE YOUR OWN PERFUME

SOULTREE
India’s first ISO9001-certified natural and organic skincare brand brings its Ayurvedic beauty products made with organically farmed ingredients to VR Chennai. Each formulation carries the purity of nature and the wisdom of timeless Indian wellness.

SOULTREE

RAMRAJ COTTON
Tamil Nadu’s heritage brand for authentic Vedic and Odissi wear offers traditional attire from classic white dhotis to wedding sets, where every drape will be an reflection of its artisan grace, and the pride of wearing a timeless culture of legacy.

RAMRAJ

WROGN
The contemporary men’s fashion brand reimagined with Wrogn will feature an exciting mix of casual apparel, business, and accessories. Bold, stylish, and effortlessly-packed, perfect for those who live standing tall with confidence.

WROGN

PIZZA HUT
The international chain will soon be serving its signature pan pizzas, pastas and sides at VR Chennai. Known for its family-friendly atmosphere and consistent quality, Pizza Hut will provide a dining option for customers seeking tasty, familiar favorites.



ED-A-MAMMA
This sustainable kids’ wear brand will showcase eco-friendly apparel for infants, toddlers, and juniors. The brand’s commitment to thoughtful design and environmentally conscious materials offers parents stylish options that align with sustainable values.

ED-A-MAMMA

CONSCIOUS CLOTHING

UPCOMING EVENTS

HOLIDAY SPLENDOUR CHRISTMAS CELEBRATIONS
ALL I WANT FOR CHRISTMAS IS ...
1st – 23rd December, 2025
Our interactive Christmas Wishes Wall invites guests to share their heartiest holiday aspirations. The most meaningful wishes will be brought to life, creating moments of genuine magic this season.

VR CHENNAI X SCHRAM ACADEMY – HOLIDAY CARNIVAL
5th – 7th December, 2025
In collaboration with The Sahram Academy, this three-day carnival will feature music, performances, and festive activities designed to engage families during the early holiday season.



MAD MAD SALE
5th – 23rd December, 2025
Our year-end shopping event will feature attractive deals, giveaways, and a grand prize draw. Running all through December, this month-long sale is the perfect time to complete all your holiday shopping!

MAD MAD SALE

BAKER'S STREET
5th – 7th December, 2025
This festive pop-up will offer baked goods and Christmas-themed treats, from traditional favorites to seasonal specialties. The market will cater to those seeking authentic holiday flavors and gift-worthy confections.

BAKER'S STREET

RETAIL EMPLOYEES' DAY
12th December, 2025
This celebration will honor our retail staff for their dedication and contribution through the year. This day of recognition acknowledges the professionals who create satisfying experiences for our guests and maintain the standards that define VR Chennai.

RETAIL EMPLOYEES' DAY

HOLIDAY SPECIAL VR WEEKENDER – EL FÉ CHOIR BAND PERFORMANCE
12th December, 2025
The acclaimed choir will perform live, bringing seasonal melodies to VR Chennai. Their repertoire of traditional and contemporary holiday music promises to create the perfect atmosphere for holiday shopping and gathering.

EL FÉ

VR CHENNAI X HAMLEY'S – HOLIDAY CARNIVAL
15th – 23rd December, 2025
Our extended partnership with Hamley’s brings two weeks of toy-focused activities, demonstrations, and entertainment. This carnival celebrates the joy of play during the holiday season, offering children immersive experiences with beloved toys and characters.

VR CHENNAI X HAMLEY'S – HOLIDAY CARNIVAL

ANNUAL SANTA PARADE
23rd December, 2025
Santa, elves, and costumed jugglers will parade through the Centre, accompanied by Christmas carol performances. This festive procession on Christmas Day brings theatrical entertainment and seasonal cheer to families celebrating the holiday with us.

SOCIAL MEDIA INSIGHTS

November’s strategic partnerships with influencers and the media resulted in us reaching an estimated audience of over million across social platforms. The “Vows & Veils” and “The Gentlemen’s Edit” digital contents, collaborations with Playu.in, The Sahram Academy, and Karthika Sigan, along with Black Friday promotions, drove substantial engagement this month.

