



Dear Partner,

May at VR Chennai was packed with exciting launches, launches, experiences, and memorable summer celebrations. From the vibrant Jungle Book Summer Carnival to fashion showcases, family-focused activities, food festivals, and new store openings, the month brought together shoppers and communities through experiences designed for every age group.

With warm regards,
Team VR Chennai

HIGHLIGHTS OF THE MONTH

SYNARA – FASHION SHOW BY SFD-FDDI

2nd – 2nd May, 2026

Trendsetting Talent Takes Center Stage
VR Chennai hosted Synara, the annual graduation showcase by the School of Fashion Design & Production. The event celebrated emerging talent through fashion presentations and creative final projects.

The runway also featured collections from Lifestyle, Marks & Spencer, and Baby's Own as part of Denim Fest, blending student creativity with contemporary retail fashion.



DENIM FEST: THE ULTIMATE STREET-STYLE UPGRADE

24th April – 2nd May, 2026

Denim Fest brought youthful fashion and street-style trends to life through influencer-led showcases, interactive brand activations, and engaging retail activations.

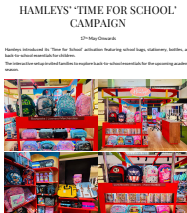
Shoppers who spent ₹1,000 or more received assured gift vouchers worth ₹2,000, making the celebration both stylish and rewarding. The category-specific campaign also delivered strong business impact, contributing to an 85% growth in the denim category during the campaign period.



DOODLE MAPULS FREE DENIM CUSTOMISATION

2nd – 2nd May, 2026

VR Chennai partnered with Doodle Mapuls for a unique wearable art experience, where over 200+ guests customized their denim pieces with hand-painted artwork, patchwork, and graffiti-inspired lettering. The activation seamlessly blended fashion, creativity, and self-expression, turning every piece into a personal statement.



JUNGLE BOOK LAUNCH & MOTHER'S DAY CELEBRATION

10th May – 7th June, 2026

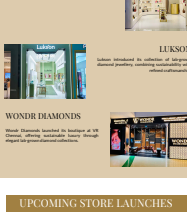
The Jungle Book Summer Carnival launched with a festive Mother's Day celebration, offering families an immersive jungle-themed experience. Interactive games, workshops, themed decor, and beloved characters such as Mowgli, Bagheera, and Shere Khan created a fun-filled start to the summer season.



KIDS FIESTA

30th April – 23rd May, 2026

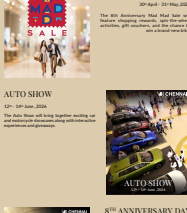
The Kids' Fiesta campaign offered shoppers assured gift vouchers worth ₹1,000 on purchases of ₹2,000 at participating kids brands. Families enthusiastically explored the latest children's clothes line while enjoying exciting seasonal rewards.



SPAR HYPERMARKET'S THE GREAT INDIAN MANGO SALE

24th – 26th May, 2026

Spur's Great Indian Mango Sale transformed the aisles into a colourful celebration of summer flavours with over 20 mango varieties, desserts, and mango-inspired products. Visitors also received ₹1,000 Spur gift vouchers, making the event both enjoyable and rewarding for all. The festival conducted by SPUR witnessed an impressive footfall of visitors.



FOOD FEST & DIGITAL MOVIE CONTEST

14th – 24th May, 2026

This Food Festival combined dining experiences with entertainment-led activities, creating a vibrant and engaging experience for visitors. Shoppers spending ₹1,000 received assured ₹500 gift vouchers, adding excitement to every purchase.

The campaign witnessed 200K+ registrations, making it a truly successful campaign.



HAMLEYS' 'TIME FOR SCHOOL' CAMPAIGN

17th May Onwards

Hamleys introduced its 'Time for School' activation featuring school bags, stationery, bottles, and back-to-school essentials for children.

The interactive setup invited families to explore back-to-school essentials for the upcoming academic season.



MAX KIDS FESTIVAL X TOY STORY 5: A BLOCKBUSTER SUCCESS!

27th May, 2026

What an unforgettable day! In celebration of our ongoing Kids' Fiesta, Max teamed up with Toy Story 5 to host a grand drawing and painting competition.

We are thrilled to announce a historic turnout over 400 talented children registered and participated, marking the highest participation in South India for this campaign!

The energy was electric as young artists brought their imagination to life. To celebrate their incredible creativity, all winners were rewarded with amazing prizes and exclusive giveaways.

Thank you to everyone who made this spectacular show a massive success! Stay tuned for more excitement.

SPAR – BACK TO SCHOOL CAMPAIGN

30th May, 2026

As part of Kid's Fiesta, Spar launched a Back-to-School campaign showcasing school essentials, including bags, stationery, and accessories. The activation offered families convenient and engaging shopping experiences all around the store.

NEW STORE LAUNCHES

MIRAGGIO

Miraggio launched its newest store featuring contemporary furnishings and accessories designed for the modern woman.

LENSCRAFTERS

LensCrafters officially opened its VR Chennai, bringing premium eyewear, expert eye care, and design features to shoppers.

WONDR DIAMONDS

Wondr Diamonds launched its boutique at VR Chennai, offering sustainable luxury through elegant lab-grown diamond collections.

LUKSON

Lukson introduced its collection of lab-grown diamond jewelry, combining sustainability with refined craftsmanship.

UPCOMING STORE LAUNCHES

ORANGE SMITH

Presenting jewellery that blends heritage influences with modern sensibilities.

UPCOMING EVENTS

WORLD ENVIRONMENT DAY – GREEN COLLECTIVE

5th June, 2026

VR Chennai, in collaboration with Communities India, will host an eco-conscious workshop including zero-waste food making, cloth bag painting, and handloom crafts.

VR CHENNAI 08TH ANNIVERSARY MAD MAD SALE

20th April – 21st May, 2026

The 8th Anniversary Mad Mad Sale will feature shopping rewards, fun-filled activities, gift vouchers, and the chance to win a brand-new bike.

AUTO SHOW

12th – 14th June, 2026

The Auto Show will bring together exciting car and motorcycle showcases along with interactive experiences and giveaways.

8TH ANNIVERSARY DAY

18th June, 2026

VR Chennai celebrates eight years with festive experiences, special surprises, and centre-wide celebrations.

ANNIVERSARY CELEBRATIONS – CARNIVAL ACTS & CELEBRITY MEET & GREET

19th June, 2026

Live entertainment, carnival acts, and a celebrity meet & greet will continue the anniversary celebrations across the centre.

INTERNATIONAL YOGA DAY

21st June, 2026

Celebrate the power of wellness with a community yoga session designed to inspire balance, connection, and mindful living.

FATHER'S DAY @ VR WEEKENDER

21st June, 2026

The day will include Father's Day celebrations, and a live performance by Aditya Nar as part of the VR Weekender.

PRIDE MONTH CELEBRATIONS

26th – 27th June, 2026

VR Chennai's Pride celebrations will feature a Pride Parade, fashion showcase, performance, community talks, panel discussions, live performances, and entertainment celebrating inclusivity and self-expression.

SOCIAL MEDIA CHATTER

May delivered strong digital engagement across platforms through influencer collaborations, campaign launches, and interactive content.

The Jungle Book Summer Carnival, Denim Fest, Food Fest, and Miraggio launch generated exceptional online traction, while the digital movie contest encouraged active participation across YouTube and Meta. Together, these campaigns reached over 4.4 million users across digital platforms during the month.

The content materials and information on this newsletter are protected by copyright © laws. All rights are reserved and any unauthorised use, reproduction or distribution of the content, in whole or in part, is strictly prohibited.