

WEDESSENCE



BY SHAADIVAALÉ
October 2023

Bridal Skincare
Trends for 2023-
24

Wedding Trends
2023-24

The Melody of
Tradition: Indian
Wedding Music
Evolution

Sreejita
De Blohm-
Pape

in an exclusive conversation
with WedEssence



HIRANYAM M. RAJONS

NEW DELHI
GK ONE

Mask on to shine on

Wash up

to cleanse
your face with
a sulphate free
face wash



Mask up

with your favorite
Sheet mask
for 15 mins



#SheetMeetWithME

for an instant glow

Glow up

in no time
wherever you go!



Massage

to moisturise
with 9 days
of serum hydration

From the Editor's Desk



Dear readers,

In the ever-evolving tapestry of life, there are few constants. Traditions, customs, and rituals often serve as anchors, helping us navigate our journey through the myriad of changes life throws our way. In the world of weddings, this juxtaposition between tradition and modernity has never been more palpable.

At the heart of every wedding lies love - a timeless, boundless force that remains unaffected by changing fashion or evolving customs. But as we flip through the pages of history, or even our own family albums, it's evident that while love remains constant, the manner in which we celebrate it is perpetually evolving.

The digital age has undoubtedly been a catalyst for change. Social media showcases global wedding trends in real-time, bridging cultures and inspiring couples to infuse diverse traditions into their own celebrations. Eco-conscious weddings have emerged as a powerful trend, with couples opting for sustainable choices in decor, attire, and even food. Technology has also enabled virtual weddings, ensuring that distance is no longer a barrier to witnessing love.

As we present this edition, we invite you to embrace both the modern and the traditional. We've curated stories from across the globe, each echoing the universality of love while highlighting the unique nuances of individual celebrations. From the latest in sustainable wedding fashion to heartwarming tales of couples who honored their roots in touching ways, we've got a bouquet of stories that promise to inspire.

Our journey through the world of weddings has been a reminder that while times change, the core essence of matrimony remains the same. Whether you're planning a wedding that's minimalist or grand, vintage or futuristic, remember that at the heart of it all is a simple, beautiful promise of love.

Stay inspired and in love,

Lia Chhabra

Editor-in-Chief

WedEssence by Shaadiwaale



Abhishek Priya Makeovers

Ph: +91 9999083547



“

EXCLUSIVE:
SREEJITA
DE BLOHM-PAPE

EXCLUSIVE

How did you start your journey in the entertainment industry? Who or what inspired you to become an actress?

I never thought of becoming an actor. I never had this dream as a child. I loved dancing. I always wanted to pursue something in dance. So, I came here to study bachelor's of Mass Media from Roy's College. And I wanted to take admission in a good dance school here in Mumbai. That was the whole point of coming to Mumbai for my bachelor's degree. When I was in my first year and only two or three months had just passed, my friends informed me about some auditions that were happening in Sankraman studio. And out of curiosity, I ended up going to Sankraman with my friends after college. There was some common mass audition which was going on. I auditioned and I think there I met few creatives or few casting directors from Balaji. I exchanged numbers with one or two people. And then I again ended up going for another audition. And then finally, I bagged a very small role, a three days cameo role in one of the shows in Balaji. Later, I was casted for a permanent role in Karamapnapna and Kasorti. So that's how it all started. Honestly, I really am fond of Madhuri Dixit since my childhood. I love her dance. The way she dances, it's so graceful. Also, I am a huge fan of Kajol. Nowadays, Deepika Padukone and Priyanka Chopra definitely inspire me a lot.

Out of all the characters you've portrayed, which one resonates with you the most and why?

Honestly, I would say none. The character which I played in Big Boss, which was Sreejita i.e. myself is the most closest and the most accurate. Other than that - Mukta, which I played in Uttaran. That character is also very close to me because I played that for a very long time, i.e. almost three years.



EXCLUSIVE

How do you handle the pressure and scrutiny that comes with fame?

Honestly, I would say it's not pressure, it's love. It's the love and support from my fans. And this is what we work for, right? To entertain our fans, to make our fans happy. And when we get the love from our fans, it doesn't feel like pressure. I feel a lot of gratitude for this love and support. Hence, I don't have to handle it. It comes naturally.

Outside of acting, what are your other passion or interests?

So, as I said, I love dancing. So that's one of my interests. I also like singing, and I love listening to music. Also, I love cooking. I enjoy it very much.

What do you like the most about Indian weddings?

The whole colourful vibes and the beautiful ambience around us when people are laughing, dancing, talking and enjoying. There's so much colour. Everybody is dressed up in beautiful clothes. This whole feel is very vibrant. So to me I love that Indian weddings are extremely vibrant and colourful.

What is your go-to daily skin care routine?

My Go-to daily skincare routine is cleaning my face very well after a hectic or polluted day, after makeup and everything followed by moisturising my face at night. And also a sunscreen is a must during the daytime. I have a lot of water fluid, coconut water. Keeping myself hydrated is something I strongly believe in.





Glam factory by Komal Soni

Ph: +91 9911353330, 7065794220



indya

Ambience Mall Nelson Mandela Marg, Vasant Kunj II, New Delhi - 110070



KHANNA[®]
J E W E L L E R S
— SINCE 1953 —

THE MELODY OF TRADITION: INDIAN WEDDING MUSIC EVOLUTION



India is a land of vast cultures, rituals, and traditions. One of the most cherished and celebrated occasions is the wedding, and accompanying this grandeur is the rich tapestry of music that has echoed through the ages. While the essence of tradition remains deep-rooted, the rhythms and tunes of Indian wedding music have evolved, creating a beautiful amalgamation of the past and present.

The Timeless Classics

Every Indian wedding ceremony commences with the soulful notes of the shehnai, a wind instrument synonymous with auspicious beginnings. Classical ragas, sung by maestros, have been a favorite during rituals, creating an ambiance of reverence and sanctity. The 'Sangeet' night, traditionally a women-only event, was graced by folk songs, where tales of the bride's impending marital journey were sung, often accompanied by the dholak or tabla.

Bollywood's Foot-Tapping Influence

Bollywood, India's film industry, has left an indelible mark on wedding music. From romantic ballads perfect for the couple's first dance to peppy numbers that get the entire gathering on their feet, Bollywood tracks are now an integral part of Indian weddings. 'Mehendi laga ke rakhna' and 'Gal mithi mithi bol' are just a couple of examples of songs that have become wedding anthems.



Fusion and Beyond

With globalization and the advent of technology, Indian weddings now often feature a blend of traditional, Bollywood, and western music. DJs, once a rarity at Indian weddings, are now almost a staple, remixing traditional tracks with contemporary beats. Moreover, live bands performing jazz, rock, or pop fused with Indian instruments like the sitar or tabla are gaining popularity, especially during cocktail nights or reception parties.



Personalized Playlists

Today's couples are curating personalized playlists that reflect their journey. From the song during their first date to the tune that played when the proposal happened, every track tells a story, making the musical experience deeply personal and intimate.

The evolution of music at Indian weddings is a testament to the adaptability of its rich traditions in the face of modern influences. While the notes, rhythms, and instruments may change, the core sentiment remains untouched: to celebrate love, union, and the coming together of two souls in the most melodious way possible.

NEW AGE MARRIED RELATIONSHIPS IN INDIA: TRADITION MEETS MODERNITY

India, a land of timeless traditions and rapidly shifting paradigms, is currently witnessing a transformative era in the realm of marital relationships. As the country marches forward into the 21st century, its urban and rural landscapes alike are seeing a redefinition of marital roles, expectations, and dynamics. Let's explore the contours of these New Age married relationships in India.

Shifting Dynamics

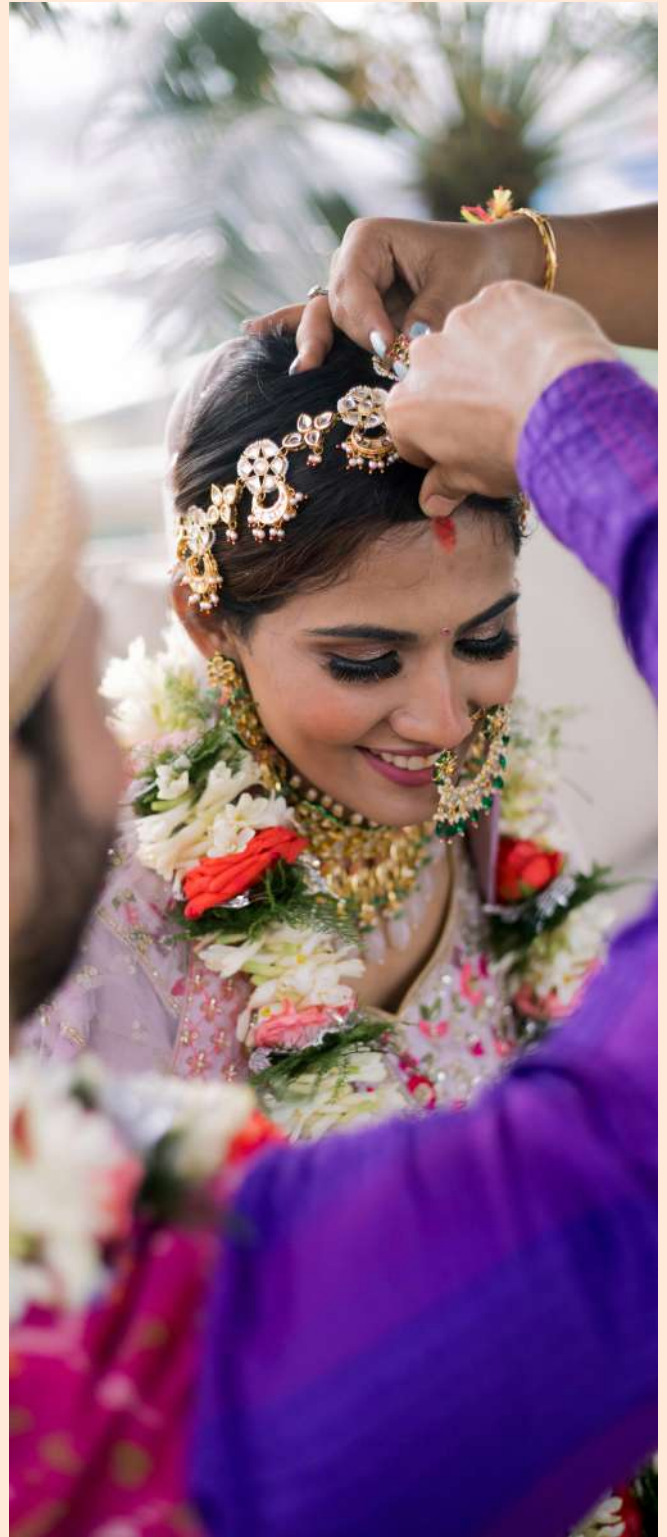
Historically, Indian marital relationships were rooted in defined roles: the husband as the breadwinner and the wife primarily as the homemaker. Today, with increased education and more women entering the workforce, the dynamics are evolving. Couples now share responsibilities, be it in terms of career, finances, or domestic chores.

Communication is Key

Open communication, once a luxury in traditional Indian marriages, is now seen as a cornerstone of a healthy relationship. Couples today discuss everything from family planning to financial goals, from their fears to their dreams. This transparency has paved the way for more equitable partnerships.

Balancing Individuality with Unity

New Age relationships in India strike a balance between individual aspirations and collective growth. While earlier the emphasis was on sacrifice for the family's sake, today's couples believe in supporting each other's individual goals while ensuring the family's well-being.



A More Inclusive Understanding of Love

India's Supreme Court's decision in 2018 to decriminalize homosexuality was a monumental step forward. The New Age India is slowly, but surely, broadening its understanding and acceptance of diverse relationships, paving the way for a more inclusive society.

Navigating Tradition and Modernity

While modernity brings with it a new perspective on relationships, tradition still holds a place of reverence. New Age couples often find themselves walking the tightrope between their desires and familial expectations. Balancing personal choices with traditional norms is a dance many couples are adeptly performing, creating a unique hybrid marital culture.

Love in the Age of Technology

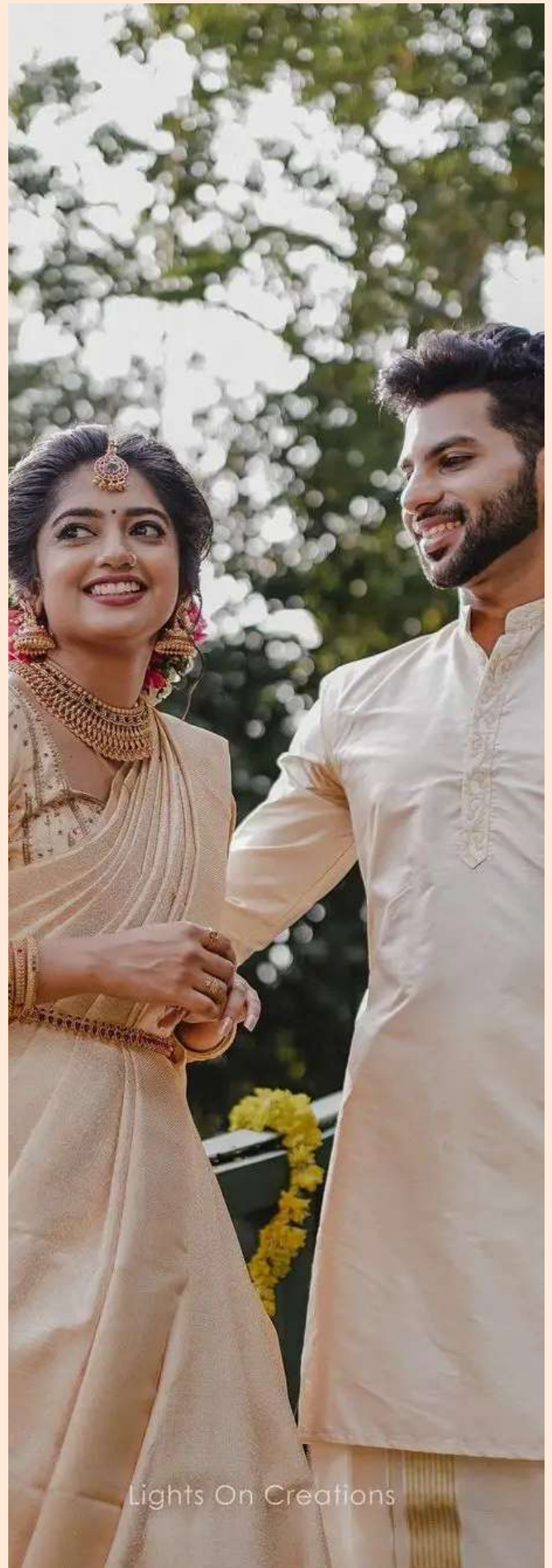
The influence of technology on modern relationships cannot be understated. From dating apps facilitating matches to couples using tech for long-distance relationship management, the digital era has revolutionized the way couples meet, interact, and stay connected.

Challenges Ahead

Like any transition, the shift in marital dynamics also faces its share of challenges. Mental health issues, rising divorce rates, and the struggle for work-life balance are concerns for modern couples. However, with evolving societal norms and a greater emphasis on counseling and support systems, the hope is that these challenges can be addressed proactively.

In Conclusion

The New Age married relationship in India is a beautiful blend of the past and the future, rooted in tradition while reaching out for modernity. It symbolizes India's spirit - ever-evolving, adaptive, and diverse. As couples redefine their relationships, they not only pave the way for more enriching partnerships but also reflect the changing face of a nation on the move.





THE MODERN INDIAN
BRIDE- WHAT'S NEW?



The Bride without the usual Naths or the nose rings



The Bride with Open hairdo



The Bride with a Long Veil



The Bride who ditched Red Bridal Wear



Onion Hair Oil

150 ml

Shop online: www.mamaearth.in

everyuth[™]
naturals



Goodness of **Walnut**
for a **FLAWLESS SKIN**



Shop online: www.everyuth.com

SUGARXTAAPSEE
#BoldAndFree



Shop Online: <https://in.sugarcosmetics.com>



UPCOMING WEDDING
TRENDS 2023-24: THE NEW
DAWN OF INDIAN NUPTIALS

The dynamic tapestry of Indian weddings has always been a blend of time-honored traditions and contemporary twists. As we step into 2023, the wedding scene promises a fascinating mix of innovation, personalization, and a renewed reverence for heritage.

Let's unveil the upcoming trends that are set to redefine Indian weddings in 2023-24.

1. Eco-friendly Celebrations

In sync with global concerns about sustainability, eco-friendly weddings will gain even more momentum. Expect to see:

- Invitations on recycled or seed-infused paper.
- Decor made of organic, biodegradable materials.
- Favors that are both sustainable and useful, like potted plants or artisanal organic products.

2. Digital Integration

The digital wave will surge:

- Augmented Reality (AR) wedding invites, where scanning the invite could lead to a virtual dance or message.
- Virtual wedding planners and holographic venue tours.
- Live-streaming for guests unable to attend, ensuring they're virtually present for the joyous occasion.

3. Intimate and Personalized Ceremonies

Microweddings, with limited guests, will focus on making the experience highly personalized. This will include:

- Customized rituals that resonate with the couple's shared beliefs.
- Personal stories woven into ceremonies, like narrating the couple's journey during rituals.

4. Fusion Wear

Bridal fashion will see a blend of Western and Indian:

- Gowns with intricate Indian embroidery.
- Traditional sarees or lehengas styled with contemporary accessories.



5. Heritage Venues

Palaces, historical forts, and ancestral homes are expected to be the venues of choice, embracing India's rich heritage.

6. Regional Delicacies and Fusion Foods

Menus will focus on regional Indian cuisines, with a twist:

- Traditional dishes presented in contemporary styles.
- Fusion foods, like 'Biryani Arancini' or 'Masala Chai Tiramisu', combining global flavors with Indian favorites.

7. Return of Traditional Music

While DJs remain popular, there's a revival of traditional musical forms:

- Folk artists and classical musicians making appearances.
- Custom-composed songs capturing the couple's love story.

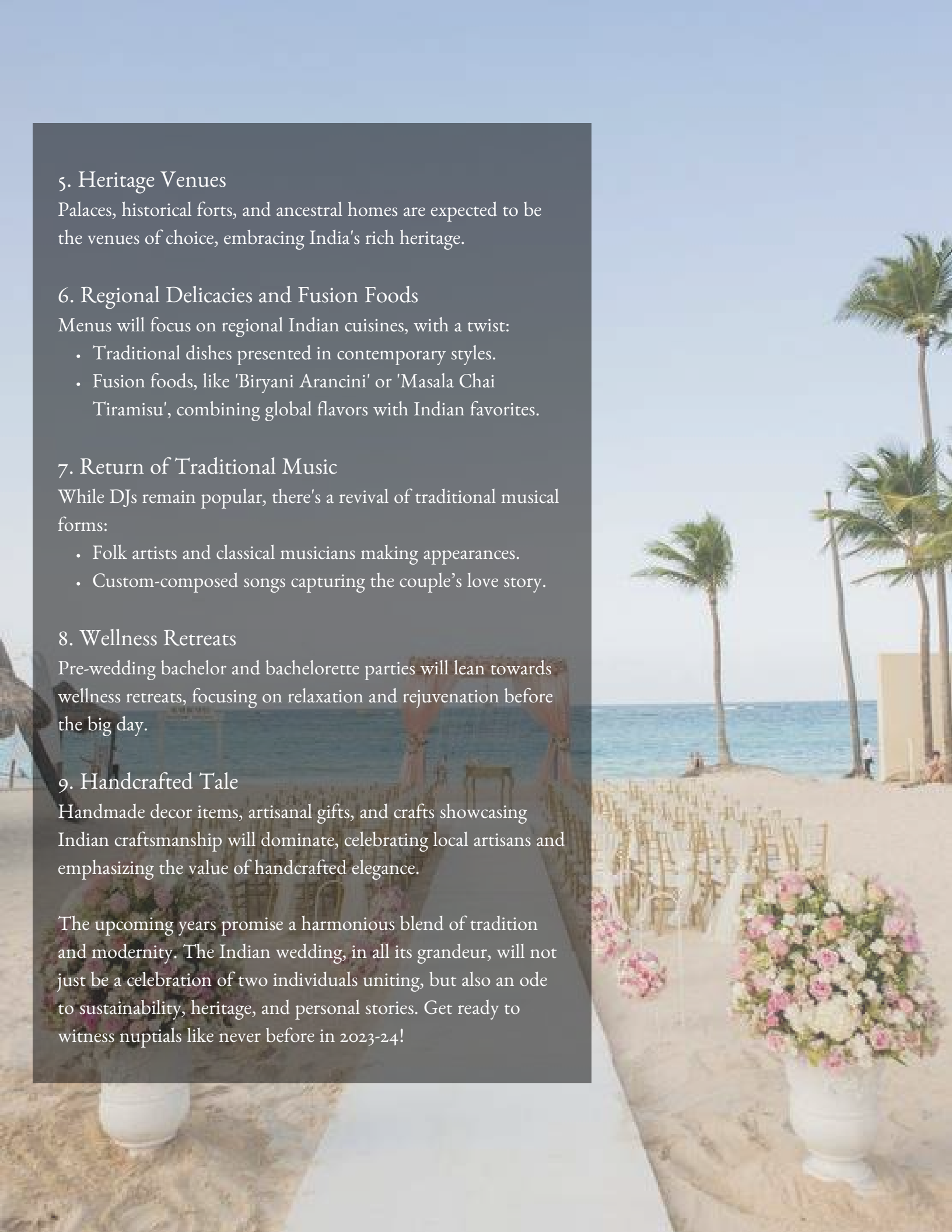
8. Wellness Retreats

Pre-wedding bachelor and bachelorette parties will lean towards wellness retreats, focusing on relaxation and rejuvenation before the big day.

9. Handcrafted Tale

Handmade decor items, artisanal gifts, and crafts showcasing Indian craftsmanship will dominate, celebrating local artisans and emphasizing the value of handcrafted elegance.

The upcoming years promise a harmonious blend of tradition and modernity. The Indian wedding, in all its grandeur, will not just be a celebration of two individuals uniting, but also an ode to sustainability, heritage, and personal stories. Get ready to witness nuptials like never before in 2023-24!



**GLOWING INTO
MATRIMONY:
BRIDAL SKINCARE
WITH BHARATI
CHHABRA**



As the new wedding season approaches, every bride-to-be dreams of looking her radiant best. But in the fast-paced world of beauty and skincare, what truly stands out? Here, we delve into the bridal skincare trends that are making waves in 2023-24, ensuring every bride is the glowing star of her grand day.

Embracing Natural Ingredients

India's rich Ayurvedic history is making a contemporary comeback. Brides are increasingly seeking products infused with natural ingredients:

- Turmeric masks for radiant skin.
- Sandalwood and rose water toners for a soothing effect.
- Aloe vera and neem for clear, acne-free skin.



Personalized Skincare Regimes

Every skin is unique, and so should be its care. Dermatologists and skincare experts are now offering personalized skincare regimes based on individual concerns, lifestyles, and genetic factors.

Pre-wedding Skin Detox

It's all about achieving that inner glow. Brides are opting for:

- Detox drinks with ingredients like green tea, lemon, and honey.
- Juice cleanses to flush out toxins.

Minimalistic Approach

The “less is more” mantra is on the rise. Instead of an elaborate 10-step routine, brides are focusing on fewer products that offer multiple benefits, ensuring efficiency without overwhelming the skin.

Skin Tech and Gadgets

High-tech skincare gadgets are the new best friends for brides:

- LED light therapy masks for reducing inflammation and promoting collagen.
- Facial steamers for deep cleansing.
- Sonic cleansers for gentle yet effective exfoliation.

Emphasis on Sun Protection

With increasing awareness about UV damage, sunscreens are getting their due importance. Brides are opting for sunscreens that also act as primers, ensuring protection without a greasy finish.



Holistic Care: Beyond the Face

Skincare isn't just facial. The trend is to care for the entire body:

- Body serums and oils infused with gold flakes or shimmer.
- Exfoliating body scrubs, especially focusing on the elbows, knees, and back.
- Neck and décolletage creams to ensure an even skin tone throughout.

Stress-busting Skincare Rituals

Wedding planning can be stressful, and stress can wreak havoc on the skin. Mindfulness practices integrated into skincare, like facial yoga, meditative face massages, and aromatherapy-infused products, are gaining traction.

The beauty trends of 2023-24 signal a shift towards a more personalized, conscious, and holistic approach.

THANK YOU!

We, at WedEssence by Shaadivaale, would like to thank all our clients, associates, members and readers for always believing in us.

We happily allocate CREDITS to the respective owners of photographs used in the editorial. We do not take credits for the images used in the magazine. In case you have not been given a credit, chances are that we were not able to find you on the Internet. You can always claim credit by mailing us on info@shaadivaale.com. Shaadivaale never misuses the information given to us by our clients. If by any chance, you have not been given credit, please accept our sincere apologies. We are only publishing the information given to us by our clients during a project. We value your work way too much and appreciate your efforts in all ways. Missing you in the editorial is purely unintentional.

ADVERTISE WITH US

WedEssence by Shaadivaale is India's leading wedding e-magazine that features top brands, businesses and individuals from all over the world. The purpose is to bring forward the best talents. Few reasons to advertise with us:

Reader-base of 1,15,000+ people across the world.

Celebrities choice for articles and advertisements. More than 150 top brands are already associated with us for their advertising, PR and media coverage.

Best rates for advertisements. We support all types of businesses to help our Indian economy fight COVID-19.

To know more, get in touch with our PR team at helloshaadivaale@gmail.com or DM us on IG @shaadivaale

Are you a Wedding Vendor?

Become a Member with



www.shaadivaale.com

+91 9310066710

info@shaadivaale.com

