



Kismet – A South Asian Wedding Affair Canada’s Largest South Asian Wedding Show

Kismet – A South Asian Wedding Affair
Sunday, September 25 at 11 a.m. to 7 p.m.
The International Centre, 6900 Airport Road, Mississauga, Ontario

FOR IMMEDIATE RELEASE:

TORONTO (August 9, 2005) – ***Kismet – A South Asian Wedding Affair*** invites you to Canada’s largest South Asian wedding show, on **Sunday, September 25th, 2005 at The International Centre**. Following overwhelming success over the past two years, and with over 7,000 in attendance in it’s first year, ***Kismet*** returns for a third year and is **presented by L’Oreal Paris**.

From wedding consultation and coordination to the latest wedding trends and attire, ***Kismet – A South Asian Wedding Affair*** promises to meet every bride and groom’s requirements. As Canada’s largest South Asian wedding show with over 200 exhibitors – including a fashion designer from India – and over 10,000 in attendance, the show’s objective is to provide exclusive wedding services to South Asian couples in one location. In addition to a fashion show the one-day event, ***Kismet – A South Asian Wedding Affair*** offers couples an accompanying ***Kismet Wedding Magazine*** complete with wedding planner.

“South Asian weddings are increasingly becoming bigger and more elaborate and as a result, more difficult to plan alone,” says Parag Shah, Marketing Director, ***Kismet***, A South Asian Wedding Affair. “The solution is ***Kismet – A South Asian Wedding Affair*** which provides access to leading wedding services, products and professionals who not only have an understanding of South Asian cultures and customs, but also the expertise to meet a couple’s every need.”

Exhibitors and attendees can find detailed information on ***Kismet – A South Asian Wedding Affair*** at www.KismetWeddingShow.com or by calling (416) 451-7530.

KISMET – A SOUTH ASIAN WEDDING AFFAIR

Kismet – A South Asian Wedding Affair the largest and most comprehensive wedding experience for South Asians in Canada, comprising of a wedding show, a fashion show and a wedding magazine complete with wedding planner. ***Kismet – A South Asian Wedding Affair*** is presented by L’Oreal Paris.

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