

PHOENIX

365

*A WORLD
OF LIMITLESS
EXPERIENCES*

HOLIDAYLAND:
Where Summer Turns
Into Story

Also read:
This season's top
sartorial picks
How to glow
this summer

**Visit Phoenix HSBC
Racquet Club:**
A new way
to play together

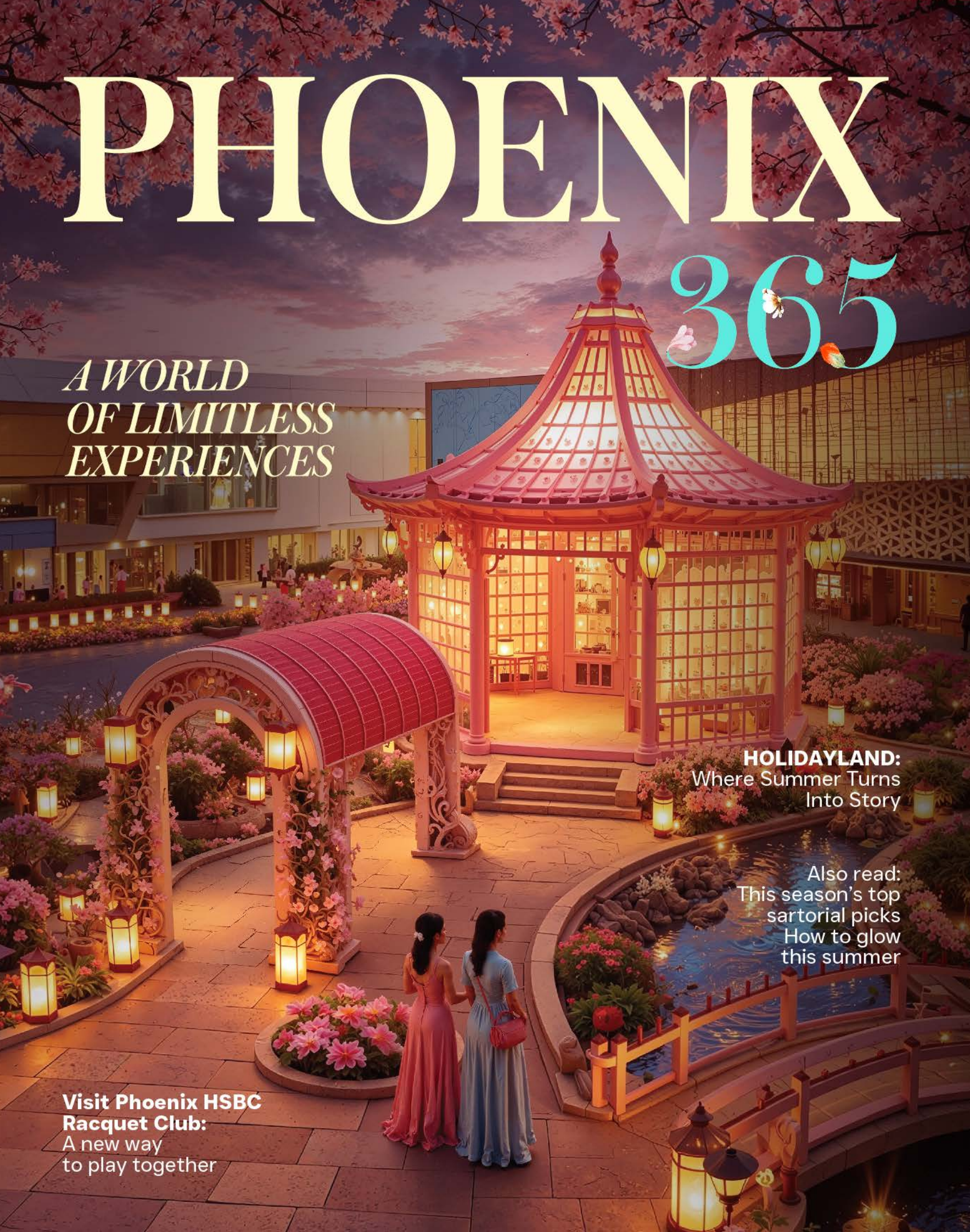


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EDITOR'S NOTE

Some experiences, when they truly resonate, deserve to return.

Holidayland 2025 was one such moment. What began as an idea quickly evolved into an experience that audiences embraced in a meaningful way; encouraging longer visits, more vibrant spaces, and a deeper sense of engagement. Its return in 2026 reflects not just continuity, but a commitment to scale, evolve, and enrich the experience with each passing season.

Alongside this, summer brings a distinct shift in how style is expressed. This year's trends are less about making statements, and more about embracing comfort, ease, and individuality. It is a move towards pieces that feel effortless, adaptable, and inherently personal.

It is also time to welcome the Phoenix HSBC Racquet Club—India's largest padel and pickleball destination. Conceived as more than a sporting facility, it represents a new kind of social space, a place where sport, community, and brand engagement intersect in a more organic and immersive manner. At its core, Phoenix Malls future direction is shaped by a broader vision, one that continues to gain recognition on leading industry platforms such as The Great India Retail Summit 2025. It reflects a consistent focus on creating environments that are not only functional, but culturally and socially relevant.

As the journey continues, the intent remains unchanged: to shape spaces that invite participation, foster connection, and offer experiences worth returning to—time and again.

Team Marketing

INDIA'S RETAIL MOMENT IS NOW



At the ET Retail Summit, The Phoenix Mills Ltd Chairman Atul Ruia made a case for why India's retail moment isn't coming — it's already here



Neha Kapoor
(President Leasing & Retail Director at The Phoenix Mills Limited)

Rashmi Sen
(CEO - Malls at The Phoenix Mills Limited)

Atul Ruia
(Chairman at The Phoenix Mills Limited)

Mayank Lalpuria
(Director Marketing - North, Central & West at The Phoenix Mills Limited)



At the ET Retail Summit held at Jio Convention, Mumbai on 18 February, **Atul Ruia, Chairman of The Phoenix Mills Ltd**, delivered a keynote that reframed India's retail narrative entirely. His message was unequivocal: India is not the next retail story. INDIA IS THE STORY.

He also pushed back firmly on the idea that e-commerce is replacing physical retail, calling it a false binary.

With over 70% of purchase journeys still physically influenced and online fashion return rates hitting 20-30%, his point landed cleanly: "Digital scales reach. Physical scales trust."

With the country on track to become the world's third largest economy by **2030** and a median age of just 30, Ruia argued that India's consumption engine is unlike any other younger, faster and fundamentally under-served. The numbers back him up. India has just 0.5 square feet of organised retail space per capita, the lowest among all major economies. Organised retail accounts for a mere 12% of the total market.

We don't have too many malls, We have very few good ones, he said.



Looking ahead, Ruia outlined Phoenix Mills' ambition to expand deep into Tier 2 and 3 cities — Surat, Chandigarh, Lucknow where the next wave of consumer growth is already building, targeting **40+** million square feet by 2033. Projects like the Phoenix Thane mixed-use super campus signal what that future looks like.

He closed by framing sustainability as a capital advantage, not a cost — and spotlighted Phoenix's work with the Aakar Charitable Trust, which has transformed over 18 lakh lives across 1,284 villages through water conservation.

UNLEASH THE MAGIC of SUMMER at HOLIDAYLAND

From beloved worlds to bigger immersive escapes.

After a successful 2025, Holidayland evolves in 2026 into a more layered, more transportive experience, where each destination becomes a gateway into a distinct world of imagination, adventure, and discovery.

WHERE IT ALL BEGAN

Last year the malls presented family friendly universes such as the Cocomelon Playground, Paw Patrol Fiesta, and Pokemon Fiesta that helped shaped Holidayland into the world of playful escapism that it is today.



Paw Patrol Festival



Pokémon Fiesta



CocoMelon Playground



Candy City

Candy City at Phoenix Palassio, Lucknow



Melting Mirror at Phoenix Palassio, Lucknow



Chronicles of The Stone Age at Phoenix Citadel, Indore



Kung Fu Panda at Palladium Ahmedabad



Candy Safari at Phoenix Marketcity, Mumbai

STEP INTO STORIES, BIGGER THAN EVER

This year, Holidayland builds on that momentum with more immersive, defined and memorable storytelling. From the serenity of Cherry Blossom and the wonder of Candy City to the adventure of The Lost World and the playful spirit of Kung Fu Panda and LEGO Playground, each IP adds its own mood, visual language, and sense of escape.

Designed as interactive environments, Holidayland turns everyday mall visits into journeys through *beautifully imagined worlds*



A WORLD BUILT FOR PLAY

Games, adventures, and moments for everyone.

Bond over thrilling games, explore new adventures, and share heartwarming experiences for a day of endless fun and unforgettable memories.

THE GAME PALACIO

From retro classics like Pac-Man to modern marvels like Tomb Raider, every game is a portal to excitement. Pair it with gourmet bites and live DJ beats at the chic resto-bar for an electrifying night out!

Available at:
Phoenix Palladium Mumbai,
Phoenix Marketcity Mumbai (Kurla)



PLAY 'N' LEARN

A wonderland for curious young minds! Designed for little explorers, turning education into a thrilling ride of discovery.

Available at:
Phoenix Marketcity Mumbai, Phoenix Palassio Lucknow

TIMEZONE

Packed with heart-racing rides, arcade classics, and next-gen attractions, it's got it all. Let the fun never stop!

Available at:
Phoenix Marketcity Mumbai,
Phoenix Palladium Mumbai,
Palladium Ahmedabad,
Phoenix Palassio Lucknow,
Phoenix Citadel Indore



CLICTRA

A staggering 18,000 sq. ft. of pure entertainment magic! Every corner of Clickra bursts with excitement and unforgettable moments with your crew.

Available at:
Phoenix Citadel Indore

FLIGHT 4 FANTASY

Pilot your own adventure with India's first ultra-realistic flight simulator! Take control of the cockpit, manoeuvre through stormy skies, and land at over 20,000 airports worldwide.

Available at:
Phoenix Marketcity Mumbai



FUNCITY

A staggering 18,000 sq. ft. of pure entertainment magic! Every corner of Clickra bursts with excitement and unforgettable moments with your crew.

Available at:
Palladium Ahmedabad, Phoenix Citadel Indore

HAMLEYS PLAY

Where childhood dreams take flight! Explore a magical universe of toys, from timeless treasures to modern must-haves. Play, discover, and make memories that last a lifetime.

Available at:
Palladium Ahmedabad



MYSTERY ROOMS

Think you've got what it takes? Assemble your squad, crack cryptic clues, and race against the clock to break free.

Available at:
Phoenix Marketcity Mumbai



DRESS THE SEASON

Fresh trends for the season ahead

STATEMENT VOLUME

Dramatic silhouettes take centre stage with voluminous gowns, ruffles, and soft plumes. It's all about movement, presence, and making an impact.

MANGO
Available at:
Phoenix Palladium Mumbai,
Phoenix Marketcity Mumbai



Spring Summer 2026 is all about self-expression where statement dressing meets everyday ease. This season moves towards bold silhouettes, rich textures, and elevated basics, creating a wardrobe that feels both expressive and wearable

DARK DENIM

A more refined take on denim, darker washes add polish and versatility to everyday looks.

H&M
Available at:
Phoenix Palladium Mumbai,
Phoenix Marketcity Mumbai,
Phoenix Palassio Lucknow,
Phoenix Citadel Indore,
Palladium Ahmedabad



FRINGE & TEXTURE

Texture leads the way from fringe detailing to layered fabrics that add depth and dimension across outfits.

ZARA
Available at:
Phoenix Palladium Mumbai,
Phoenix Marketcity Mumbai,
Palladium Ahmedabad



BARREL DENIM

Denim gets a fresh update with curved, barrel-leg fits structured yet relaxed, and perfect for day-to-night styling.

Bershka
Available at:
Phoenix Palladium Mumbai



MATCHING SETS

Co-ords continue to dominate, offering effortless, put-together looks for every occasion.

Vero Moda
Available at:
Phoenix Palladium Mumbai,
Phoenix Marketcity Mumbai,
Phoenix Palassio Lucknow,
Phoenix Citadel Indore,
Palladium Ahmedabad



Phoenix brings together the season's biggest trends making fashion both accessible and inspiring. Spring Summer 2026 is about dressing with confidence bold when you want to be, effortless when you need to be.

Uniqlo
Available at:
Phoenix Palladium Mumbai,
Phoenix Marketcity Mumbai



BALLERINAS

Comfort meets elegance with the return of ballet flats—minimal, chic, and easy to wear.

Gucci
Available at:
Phoenix Palladium Mumbai



CORSETS

Reimagined for modern wear, corsets are styled as statement pieces—layered or standalone, adding structure to fluid looks.

AK OK
Available at:
Phoenix Palladium Mumbai



TEXTURED BAGS

Accessories get an upgrade with tactile finishes, turning bags into standout pieces.

BOTTEGA VENETA
Available at:
Phoenix Palladium Mumbai



SCARF STYLING

Scarves become versatile styling tools—worn as tops, headpieces, or accents to elevate simple outfits.

Burberry
Available at:
Phoenix Palladium Mumbai



POLKA DOTS

A classic print makes a comeback with a contemporary twist—bolder scales and modern silhouettes.

Forever New
Available at:
Phoenix Palladium Mumbai, Phoenix Marketcity Mumbai,
Phoenix Palassio Lucknow, Phoenix Citadel Indore,
Palladium Ahmedabad



THE ART of SUMMER GLOW

Sun, Skin & Style: The New Summer Beauty Code at Phoenix Malls

Summer beauty has officially shed its high-maintenance layers. This season, it's all about ease, glow, and that effortless 'just got back from the beach' energy. At Phoenix Malls, where lifestyle meets trend, the 2026

beauty mood is relaxed, radiant, and rooted in feel-good rituals that go beyond the season. Here's your ultimate **Beachy Beauty Playbook**—curated for now and for what lasts beyond summer.

Slicked Hair Look

Polished yet undone—sleek, glossy hair that keeps you cool while serving elevated minimalism.



Olaplex
-No. 7 Bonding Hair Oil



Sol de Janeiro
-Brazilian Glossy Nourishing Hair Oil



Fenty Skin
-Hydra Vizor Moisturizer SPF 30

SPF-Enabled Makeup

Beauty meets protection—multi-tasking products that shield your skin while keeping it flawless.



Clinique
-UV Solutions Hydrating Sunscreen SPF 50



Pixi
-On-The-Glow Blush (Juicy)

Coral Blushes

Sun-kissed warmth in a swipe—coral tones instantly lift your face with a fresh, holiday glow.



Chanel
-N°1 Lip and Cheek Balm



Rare Beauty - Lip Soufflé Matte Lip Cream

Blurred Cloud Lips

Soft-focus colour—diffused, pillowy lips that feel romantic and lived-in.



Dior
-Addict Lip Glow Oil



TIRTIR
-Mask Fit Aura Cushion



MAC Cosmetics
-Strobe Cream

Satin Skin

Not too dewy, not too matte—this skin finish strikes the perfect balance of natural radiance.

Benefit Cosmetics
-Hoola Matte Bronzer



Charlotte Tilbury
-Airbrush Bronzer (Medium)

Bronzer

Your shortcut to vacation skin—soft contouring that mimics a natural sun-tan.



Dyson
-Airwrap i.d.™ Multi-Styler

Ouai
-Wave Spray

Beach Waves

Effortless texture is in—loose, airy waves that look like you didn't try (but did).



Soft Metallic Lids

Subtle shimmer, big impact—light-reflecting tones that catch the sun just right.



Spice Palette -Mini Multi Color Palette



Laneige
-Water Bank Blue Hyaluronic Cream

Cooling Creams

Think skincare that refreshes—lightweight, soothing formulas that calm and hydrate in the heat.

Supergoop
-Triple Prep Weightless Daily Moisturizer SPF 40



The Vibe: Less Perfect, More Personal

Step into Phoenix Malls and discover a beauty experience that mirrors this mood—where every look feels like a getaway, and every ritual *feels like summer*.

Available at select stores across Phoenix Malls. Please check availability before visiting.

SHADES *to* LOOK OUT FOR

This Season's Colour Code

Summer 2026 eyewear is all about contrast bold yet wearable, retro yet modern, statement-making yet effortless. This season, sunglasses aren't just an add-on, they're the mood. Whether it's oversized drama or sleek minimalism, the right pair instantly defines your look and sets the tone for your summer style.



PRADA

Oversized Statements

Big, bold, and unapologetic—oversized frames are back to command attention while offering maximum sun coverage.



DIESEL

Tinted Lenses

Soft hues in pinks, blues, and ambers—tinted lenses add personality while subtly elevating your entire look.



RAY-BAN

Sleek Metal Frames

Lightweight and refined—these minimal frames bring a touch of vintage cool with a modern, barely-there feel.



RALPH

Modern Cat Eyes

Timeless with a twist—sharper angles and exaggerated lifts give this classic shape a fresh, fashion-forward update.



MONCLER LUNETTES

Classic Acetates

Rich textures and translucent finishes—acetate frames add depth, colour, and a premium edge to everyday eyewear.



Jimmy Choo - Acetate Woman Sunglass



Gucci - Women Metal Sunglass



CELINE - Women Acetate Sunglass



Dolce & Gabbana Women Injected Sunglass



Michael Kors



Miu Miu - Steel Woman Sunglass



Prada - Acetate Man Sunglass



TOM FORD

Futuristic Shapes

Sleek lines and experimental shapes—these statement styles push boundaries and bring a high-fashion, directional vibe.

At Phoenix Malls, step into a fashion-first take on the season—where every pair is an expression of attitude and individuality. From retro revivals to futuristic frames, discover the styles that let you throw shade this summer,

While wearing your best one.

Available at select stores across Phoenix Malls. Please check availability before visiting.

SCENTS of SUMMER

Notes That Define the Season

At Phoenix Malls, summer fragrances are all about light, fresh, and effortless. Think citrus bursts, creamy coconut, soft florals, and airy musks that feel like sun on skin.

This season moves away from heavy perfumes to scents that are clean, uplifting, and easy to wear—from day to dusk. Subtle, transportive, and undeniably luxe, it's the finishing touch to *Your summer mood*

For her

For him



Chanel
-Coco Mademoiselle
Eau De Parfum Intense



Marc Jacobs
- Daisy Eau De
Toilette Spray



Tom Ford
- Eau De Soleil Blanc



Yves
Saint Laurent
- Libre L'Eau
Nue Parfum
De Peau



Carolina Herrera
- Good Girl Blush
Eau De Parfum



Burberry
- Goddess Eau De Parfum



Kayali
- Capri Lemon Sugar
14 Eau De Parfum



Jo Malone London
- English Pear
& Sweet Pea Cologne

Available at select stores across Phoenix Malls. Please check availability before visiting.



Tom Ford
- Grey Vetiver
Eau De Parfum



Prada
- Luna Rossa
Ocean Eau De Parfum



Giorgio Armani
- Acqua di
Giò Profondo
Eau de Parfum



Chanel
-Bleu De Chanel
Eau De Parfum



Gris Dior
by Christian Dior



Bvlgari
- Man Glacial
Essence
Eau De Parfum

A FEAST of FLAVOURS AWAITS

More flavours, more experiences, more reasons to feast

PHOENIX MARKETCITY, Mumbai

A vibrant destination for food lovers, Phoenix Marketcity Mumbai brings together a diverse mix of dining—from casual favourites to high-energy social spaces. Whether it's comfort classics or global flavours, every visit offers something new to discover.

Featured Restaurants:
Cream Centre, Ishaara, Punjab Grill, YouMee, Cafe Delhi Heights, Pop Tate's, The Irish House, The Beer Cafe, Rajdhani and Barbeque Nation.



PHOENIX PALASSIO, Lucknow

Phoenix Palassio offers a thoughtfully curated mix of dining experiences that blend flavour, comfort, and ambience. From relaxed cafés to elevated Indian dining, the destination brings together options for every mood and moment.

Featured Restaurants:
Eight, Ishaara, TGIF, Jamies Pizzeria, Dobaraa.



PHOENIX PALLADIUM, Mumbai

At Phoenix Palladium Mumbai, dining is elevated into a refined, luxury-led experience. With Gourmet Village at its heart, the destination brings together some of the most celebrated names in global cuisine—offering everything from contemporary Asian and modern Indian to European fine dining.



Featured Restaurants:
Pa Pa Ya, Bayroute, Dobaraa, Ishaara, Foo, Andrea's, Pot Pot, Burma Burma, Le Pain Quotidien and The Silver Train.

PHOENIX CITADEL, Indore

Phoenix Citadel Indore brings together a lively mix of global flavours and youth-driven favourites, creating a dynamic food experience that complements the mall's high-energy environment.

Featured Restaurants:
Mamagoto, Si Nonna's, Chili's, Zoku, Malabar Coast and Punjab Grill.



PALLADIUM AHMEDABAD

Palladium Ahmedabad presents a premium dining landscape that blends global cuisines with refined experiences. Designed for indulgence and discovery, it offers a curated mix of celebrated restaurants and contemporary favourites.

Featured Restaurants:
Ishaara, Foo, Burma Burma, Cafe Allora, Cha, Punjab Grill

WHAT'S ON at PHOENIX THIS SEASON

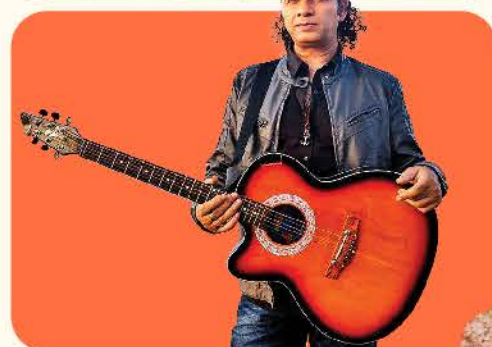
Music, magic and more — happening at a mall near you

Phoenix Malls come alive with a curated calendar of experiences that go beyond shopping.



PHOENIX MARKETCITY, Mumbai

- | | |
|---|---|
| 4 th April
Dhanda
Nyoliwala Live | 11 th April
Jam2gether
Jamming event |
| 12 th April
Arpit Bala Live | 18 th April
Ankur Pathak Live |
| 3 rd May
Sucheta Pal
- Zumba | 24 th May
Smokie
Live |
| May TBD
Shaan | 20 th June
Mohit Chauhan |



PHOENIX MARKETCITY, Pune

- 29th March
Sanam
- 20th April - 31st April
Van Gogh



PHOENIX CITADEL, Indore

- 4th April
Radhika Das
- From 1st May
Holiday Land
-Chronicles of the stone age
- 16th May - 17th May
Music masala
- May TBD
Himesh
Reshammiya



From live performances and cultural showcases to interactive pop-ups and seasonal celebrations, every visit brings something new; an ever-evolving energy that keeps you coming back.



PALLADIUM AHMEDABAD

3rd April - 10th May
Kung Fu Panda



PHOENIX PALLADIUM, Mumbai

- 12th May - 31st May
Paw Patrol
- Ongoing till 31st May
Dear Arte Live

ART & DÉCOR



PHOENIX PALLADIUM, MUMBAI

EXPERIENCE KYOTO AT PALLADIUM MUMBAI

Inspired by Japan's cherry blossom season, **Kyoto** brings calm, beauty, and cultural elegance to Phoenix Palladium. Soft pastels, blooming Sakura trees, and immersive installations create a serene spring landscape.



Visitors walk through curated gardens with cherry blossom pathways, a glowing lantern gazebo, and a tranquil lotus lake. From Torii gates to Kyoto-style kiosks, each detail invites pause and exploration. Sakura Matsuri is more than décor—it's an immersive escape celebrating renewal and *the beauty of the season.*

PHOENIX MARKETCITY, MUMBAI

CANDY SAFARI

Candy Safari reimagines the animal kingdom through a playful, candy-inspired lens at Phoenix Marketcity.

Visitors step into surreal landscapes—from gummy jungles to cotton-candy skies—designed to spark curiosity and exploration. Each zone encourages discovery through

vibrant visuals and interaction.



Blending storytelling with engagement, Candy Safari creates a lively, immersive experience that appeals across age groups

PALLADIUM AHMEDABAD

EXPERIENCE KYOTO AT PALLADIUM AHMEDABAD

Kyoto transforms Palladium Ahmedabad into an enchanting Japanese spring trail. Designed as a walk-through experience, it guides visitors through a layered journey of beauty and storytelling.



Framed by cherry blossoms and lanterns, the space features Torii gates, wooden bridges, pagodas, and animated Kokeshi dolls. Each element adds movement and meaning.

More than décor, it turns a passageway into a destination—inviting visitors to slow down and

connect with the season.



PHOENIX PALLASIO, LUCKNOW

CANDY CITY

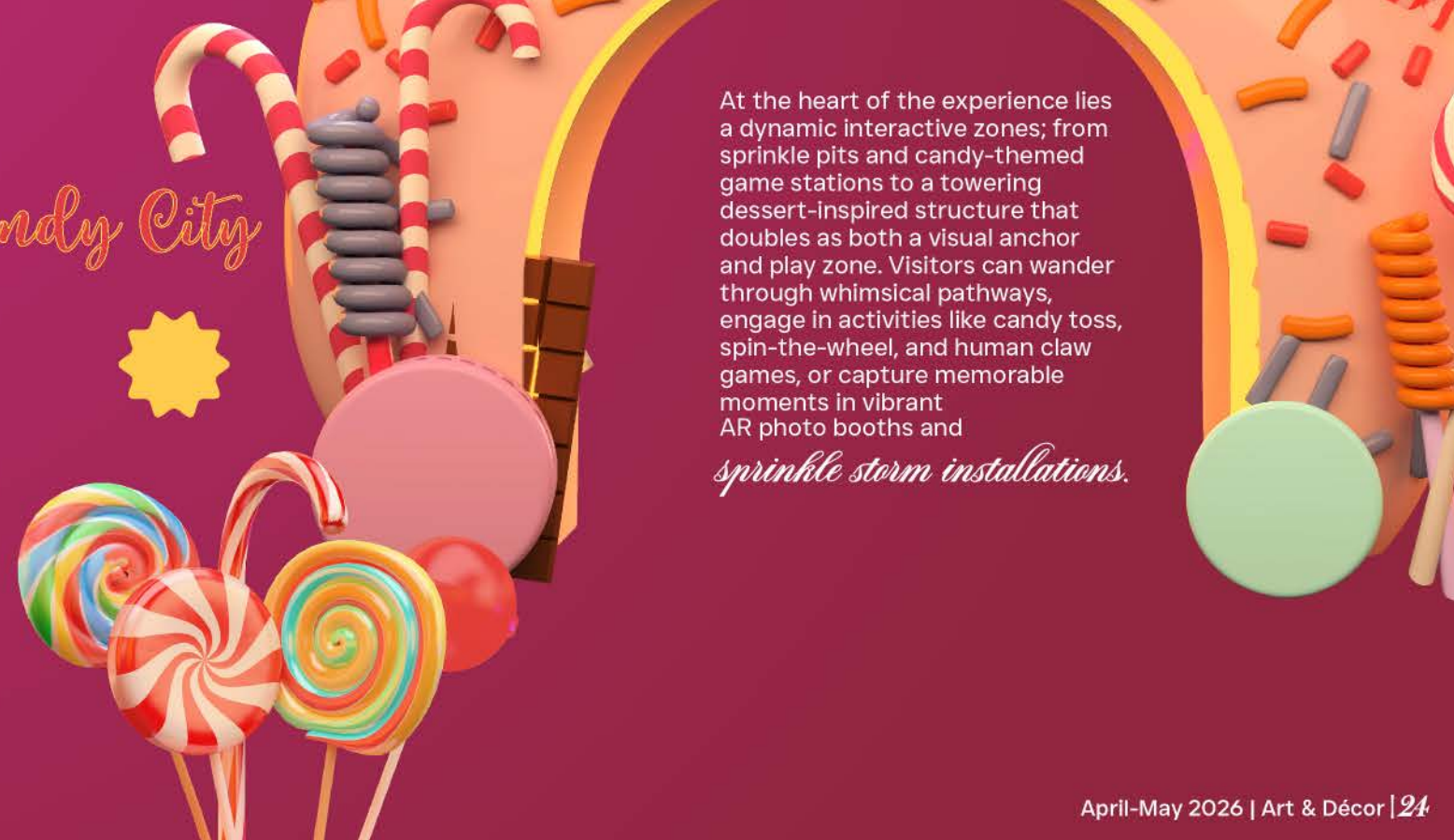
Step into a world where imagination melts into colour and joy takes a playful form. **Candy City** transforms Phoenix Pallasio into a vibrant confectionery dreamscape designed to delight families and spark wonder.



Candy City



At the heart of the experience lies a dynamic interactive zones; from sprinkle pits and candy-themed game stations to a towering dessert-inspired structure that doubles as both a visual anchor and play zone. Visitors can wander through whimsical pathways, engage in activities like candy toss, spin-the-wheel, and human claw games, or capture memorable moments in vibrant AR photo booths and *sprinkle storm installations.*



PHOENIX CITADEL, INDORE

CHRONICLES OF THE STONE AGE

Chronicles of The Stone Age transforms Phoenix Citadel into a prehistoric adventure, transporting visitors millions of years back in time.

A dramatic fossil-inspired portal leads into a world of towering creatures and rugged landscapes. From mammoths to cave environments, every detail evokes scale and wonder.



Interactive zones ensure visitors actively participate. More than décor, it's a time-travel experience where discovery and *imagination come alive*

NEW ON THE BLOCK

PHOENIX CITADEL, INDORE



PHOENIX MARKETCITY, MUMBAI



PHOENIX PALASSIO, LUCKNOW



PHOENIX PALLADIUM, MUMBAI



PALLADIUM AHMEDABAD



INDIA'S BIGGEST RACQUET CLUB HAS ARRIVED

A new destination for sport, style, and experience



PHOENIX | HSBC
RACQUET CLUB

Set atop Phoenix Palladium, Phoenix Racquet Club redefines the classic date with rooftop padel and pickleball where play, connection, and great views come together. Twelve courts, an open-air café, and vibrant social spaces make it more than a game. Rally together, unwind after, and turn Valentine's Day into an experience you'll both remember. Because this year, love deserves a new way to play.

As India's largest integrated rooftop racquet club, PHRC has become a dynamic platform for immersive brand experiences.

From the playful energy of the Victoria's Secret PINK pickleball court to Tira's beauty-led takeovers, each collaboration brings a distinct identity to the space. Lacoste adds refined sophistication inspired by its French Alps courts, while Superdry introduces an urban edge, with more brands like Celio set to join.

celio*

LACOSTE

SUPERDRY SPORT

Lacoste blended sport and sophistication seamlessly.

Superdry brought an urban edge to the game.

tira

Tira blended beauty and movement effortlessly

VICTORIA'S SECRET

VICTORIA'S SECRET

Victoria's Secret turned play into a statement.

Supported by partners like Impact Water, Fast&Up, and McDonald's, PHRC continues to build a vibrant ecosystem where sport, culture, and brand storytelling come together—seamlessly and authentically.





PHOENIX
MALLS

MUMBAI · AHMEDABAD · LUCKNOW · INDORE



www.thephoenixmills.com