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THE STRATEGY

THE BRAND

X

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“PLATFORM THAT LEADS STORYTELLING”

These 7 Dapper Outfit Options Are Fashion Gold For Guys Who Want To Style It Up & Still Stay Comfortable

by Rajashree Poddar

SPONSORED BY THE ARVIND STORE

At the risk of being lynched by die-hard fashion fanatics, let's get one unsavoury truth out of the way - style and comfort don't always go hand-in-hand.

Often the trends that look stunning on runways are really uncomfortable in real life. While women have an entirely different universe of discomfort to put up with in the name of fashion, men's sartorial choices aren't free of this problem either, especially when it comes to formal wear. So how does the man-about-town make the marriage of comfort and style last? Easy - with the right brand, the right breathable fabric and the right styling, dressing formally for comfort can be everyone's cup of tea. Fortunately, **The Arvind Store**'s lineup of stretchable formals does the trick and more. Here's a video that will sum up their styling ethos perfectly.

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20 Cancerian Memes That Will Overwhelm You With Emotions & Make You Laugh-Cry

If You Want To Be The ‘It Girl’ Of Your College, Ginger’s Campus Squad Is Giving You The Stylish Way Out

by Aayushi Sukhija

SPONSORED BY GINGER BY LIFESTYLE

Amongst a host of things that catch every teenage girl's attention, fashion always seems to top the list. And it is only when you step into college that you truly discover the world of style and experience that liberation.

In my case, even though we had a slightly restrictive dress code of sorts, my friends and I never stopped experimenting with the kind of outfits we could try. Whether it was wearing that floral summer print or trying that funky pair of danglers, each and every girl became a fashionista in her own unique way.

Speaking of college fashion, ***Ginger by Lifestyle*** recently launched the *#ImperfectlyPerfect* campaign that urged all girls to be their confident selves and not bother about the "so-called" flaws. Taking it one step forward, they've now come up with a fun initiative, *#GingerCampusSquad*, for college-going students to share their stylish moments and celebrate the quirks and differences that make them so unique.

A series of interesting events are in the pipeline and the first one kick-started on a high note in Bangalore, that was attended by numerous students and the city's most popular fashion bloggers. Check it out!

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15 Stylish Men To Follow On Instagram For All The Fashion Inspiration You Need

Dec 04, 2017 at 17:02

8 Savage Dialogues Our Moms Came Up With For Our Bizzare Fashion Choices

8 Fab Celebrity Looks To Live By This Summer That Are Bound To Make Heads Turn

by Anshika Bajpai

SPONSORED BY JABONG

If you are someone like me who has a hard time analysing what's in trend and what's not, then you'd know who to turn to during such confusing times - our beloved *shuddh desi* Bollywood celebrities. With summer trends coming in thick and fast, it is time to stalk our favourite celebrities for this season's style inspo. So without further ado, let's begin our journey to some serious wardrobe envy!

1. That's exactly how you wear a trend as casual as an off shoulder top to make it look so chic and sophisticated. Deepika Padukone in an all-white ensemble everyone!

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1. How about this tailored travel blazer for those weekend work getaways?

FASHION CONTENT PEGS FOR BRANDS

ScoopWhoop: Outfits For Different Occasions Under Rs. 500

ScoopWhoop: Things Bengalis Do During Durga Puja

ScoopWhoop: What Colours You Wear Say About You

ARTICLE FORMATS

9 Classy Home Decor Ideas That'll Turn Your House Into A Fancy Pad

by Rajashree Poddar

SPONSORED BY PHILIPS

When they say, "home is where the heart is," they don't really lie. Nothing beats the wonderful feeling of coming home to your wonderful little pad and unwinding with a cup of tea in hand. And when you look around, surveying your kingdom of luxury, every little corner, every curio becomes a reflection of your personality. So why not shake things up a bit and make your home look truly interesting. Sometimes, even a change as seemingly small as changing the hue of your lights can bring about a wonderful change in the ambience and inadvertently, your health.

So, here are 8 nifty decor ideas that will transform your apartment into a classy pad with ease.

1. A fancy looking mirror can make rooms come alive.

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I AM A WOLF AND WILL NOT BE AFRAID.

LISTICLE

Uber India Gave Its Drivers The Perfect Father's Day Surprise & Left Us All A Little Misty-Eyed

by Lavanya Singh

IN ASSOCIATION WITH UBER INDIA

Perhaps we don't realize it due to the fast lives we lead, but our fathers have sacrificed more things for us than we can count. The extra shift at work, the overtime, the personal 'No Days Off' rule - they've given silently and willingly. And maybe we don't give much thought to the people who we cross paths with, but even our cab drivers have families they support and nurture, often by working on festivals and national holidays. In fact, for most of us, our cab drivers may only be strangers we meet once. For some, though, they're fathers whose strength and passion leaves us in awe.

Thus, this Father's Day, **Uber India** decided to acknowledge and honor its drivers' efforts by giving them a touching, pleasant surprise. Under the pretext of giving them feedback about their ratings, Uber called its partners to their city offices for a meeting. What the latter weren't aware of, however, was the moving surprises that would be waiting for them inside.

Here's to the stars. #DadsWhoMoveUs #HappyFathersDay

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VIDEO PACKAGE ARTICLE

8 Five-Minute Productivity Hacks That Will Help You Get Stuff Done In No Time

by Anshika Bajpai

SPONSORED BY KOTAK MAHINDRA BANK

Being productive all day, every day is a feat only achieved by geniuses and experts. We, mere mortals, can only hope to get through the overwhelming work schedule without falling apart. But there is always scope for improvement, ain't it? What if I tell you that there is a much better and a more efficient way to spend those extra minutes that you kill. So next time you have 5 minutes to spare, here are 8 things you can do to make yourself a smart cookie in life.

(Also this article is like a life hack for all the lifehacks on the Internet because most of them don't ever seem to work.)

1. Learn the 3-second T-shirt fold.

Thanks to Youtube, you can manage to finally put away that pile of T-shirts sitting on your chair for over a week now.

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18 Times Arya Stark Proved She Was Every Woman Who Doesn't Take Bullshit From Anyone

LISTICLE + VIDEO

It Took Me A Long Time To Appreciate My Body & Here's Why I Will Never Second Guess It Again

by Rajashree Poddar

SPONSORED BY ENAMOR

Growing up, I was the proverbial late bloomer.

All my peers hit puberty and suddenly woke up with luscious and perky bosoms. It was really annoying to have my buck-toothed and bespectacled classmates gloat about wearing their first training bras when the insides of my shirt would look like they were waiting for an angel's blessing.

So when the blessing finally arrived in middle school, I had way too much to catch up on. Especially when their handsome chests were slipping into the regular, cupped and silken bras, much to their delight and my chagrin.

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I AM A WOLF AND WILL NOT BE AFRAID.

LONG FORM OPINIONATED PIECE

Based On These Everyday Choices, Can We Guess Which Animal Best Describes Your Inner Beast?

by Rajashree Poddar

SPONSORED BY MAGNUM

We all have a wild-child safely tucked away in our personalities. This wild side of ours helps us take impulsive decisions, stay alert and even tackle problems as they arrive head on. Have you ever wondered, if your inner wildness had an animal form, which would it be? Well, let us help you find the answers. Take this quiz to find out which animal is most suited to your raging personality.

1. Which of these best describes your sense of style?

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QUIZ FORMAT

VIDEO FORMATS

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CONTENT

VIDEO CAMPAIGN

#Voonik500Challenge

ScoopWhoop: Outfits For Different Occasions Under Rs. 500

A challenges based content that provides upfront brand/product integration for higher viewer engagement

Brand: Voonik
Video Link: View Here

"

Khusi Jain 10 months ago
All the outfits were amazing !!!😘
3 REPLY

Anwesa Charit 10 months ago
Iam in love with that brown sling bag 😍❤
REPLY

Panchmi Rathi 10 months ago
the date night dress and the casual outing one were the best😘😘
REPLY

"

CONTENT

VIDEO CAMPAIGN

What Colors You Wear Say About You

ScoopWhoop: What Colours You Wear Say About You

Product driven content by featuring all product formats/variants for higher brand amplification

Brand: Voonik
Video Link: View Here

"

"

CONTENT

VIDEO CAMPAIGN

Things Bengalis Do During Durga Puja

ScoopWhoop: Things Bengalis Do During Durga Puja

Topical Viral that connect to the brand's objective of targeting and product integration on the occasion

Brand: Lifestyle

Video Link: View Here

"

"

CONTENT

VIDEO CAMPAIGN

How To Save Face When You Can't Afford Stuff

ScoopWhoop: How To Save Face When You Can't Afford Stuff

Campaign driven content that has organic brand integration within the content

Brand: Flipkart
Video Link: View Here

"

"

CONTENT

VIDEO CAMPAIGN

Timeless Traditions

A storyline built around an occasion and connects back with the brand ethos

Brand: Titan
Video Link: View Here

"

"

CONTENT

ARTICLE CAMPAIGN

FEATURES LED

6 Looks From Indian Terrain's New A/W '17 Collection That Will Elevate Your Style Game To New Heights

by Rajashree Poddar

SPONSORED BY INDIAN TERRAIN

Truth time - men always get the short end of the stick when it comes to fashion. (I'm sorry, but they do) The spectrum of fashion, from out and out experimental to super conservative covers far too much for fashion news to comprehend. In short, the struggle is real to keep up with these runway trends. So what will the average Joe do? Pick out the same t-shirt and trousers for yet another season of comfort? Not if we can help it!

We chanced upon the gorgeous and surprisingly wearable Autumn/Winter 2017 collection from **Indian Terrain** and it's fashion GOLD! Plus with the ever-suave Kunal Kapoor modelling the heck out of these clothes, deconstructing the trends became a necessity. So sit back and be schooled on what to wear this season and how to look good wearing it.

1. Sport those khakis with elan, this fall.

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8 Times Men Decided Violence Was The Answer To 'Teach Women A Lesson'

Brand: Indian Terrain

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ARTICLE CAMPAIGN

QUIZ LED

Based On This “Would You Rather” Quiz Can We Guess What’s Your Style Statement?

by Anshika Bajpai

SPONSORED BY FLIPKART

We all have a different style of dressing up every day. And no two people have the exact same style statement, which is majorly because our fashion choices are an extension of our personalities. And since fashion choices decide what it says about your style, this would-you-rather quiz is going to be right up your alley. Ladies, let’s get started, shall we?

P.S. - Choose your ensemble wisely for we are judging your style persona based on that. Just kidding!

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2. Would you rather wear the first one for your lunch date OR make a style statement in front of your squad with the second one?

Brand: Flipkart

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ARTICLE CAMPAIGN

TOPICAL LED

10 Little Joys Which Make Diwali Shopping The Best Kind Of Shopping There Is

by Rajashree Poddar

SPONSORED BY TATA CLIQ

With the ultra-uber-mega preps for Diwali already underway in most homes, we can literally feel the festive buzz in the air and how! But for us hardcore shopaholics, the real *shiz* begins with us marking calendars, free up schedules and saving money for all the elaborate shopping that will soon begin. And while it is hard to find a greater joy than family and friends coming together, it is these 10 little moments during Diwali shopping, that for us really ring in the festivities.

1. That moment when you find your much-coveted *kurta* still on sale.

"Guess this must be my lucky day!"

2. When websites shower you with massive discounts. And it's not even an end of season sale!

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Brand: Tata Cliq

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ARTICLE CAMPAIGN

USAGE LED

Looking For Comfortable, Quirky Fashion? Here's A Handy Guide To Nagras, The Season's Trendiest Shoe

by Lavanya Singh

SPONSORED BY AJIO.COM

It's no secret that guys get the short end of the stick when it comes to fashion. Thanks to the limited sartorial choices you have, you're stuck with wearing shoes even in summer and polo shirts that make you look like an entitled brat (they do, let's face it). Well, rest assured, revolution is coming to your wardrobe one deconstructed shirt at a time. Or, in this case, a pair of Nagras.

Given that men often struggle with their choice of footwear (trust me, if they didn't, we wouldn't have sharp suits paired with running shoes), online fashion behemoth **AJIO.com** has decided to launch a new, chic line of footwear, called **Neo-Nagras**, that hits the sweet spot between ethnic and contemporary. This unique fusion of the traditional and the modern is symbolic of how boundaries in Indian society are constantly being blurred: people are now refusing to conform to stereotypes. Relaxed and versatile, they go perfectly with any attire, whether you're out for a stroll or breaking a leg at a friend's wedding. So, here are some outfit ideas to help you wear Nagras with anything.

1. For a night out with the guys.

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Brand: AJIO.COM

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ARTICLE CAMPAIGN

OPINION LED

Ladies, Here's Why You Should Always Look Your Best For Yourself

by Rajeshree Poddar

SPONSORED BY MYNTRA

I'm wearing a tribal print waterfall shrug, a high-neck pullover, leather panelled pants and studded ankle boots. If someone else were to comment on my outfit, they'd use adjectives like "bold", "gutsy" or even a little "edgy" to describe it. But here's the thing, as much as I feel good in what I wear, I'd be expected to keep others' opinions in mind.

Whenever a woman dresses to please herself, there's always someone telling us to tone things down. Either the outfit is too tight, too loose, too damn long or too short for comfort.

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ARTICLE CAMPAIGN

SOCIAL LED

These Bloggers & Dancers In Lee Cooper's London Inspired Collection Are Giving Us Fashion Goals

by SW Staff

SPONSORED BY LEE COOPER

What's that one piece of clothing in everyone's wardrobe that's both trendy and comfortable? Denim. Always denim. Whether you're traveling or partying, a pair of fashionable jeans and a kickass denim jacket are all you need to ace the look this season. My wardrobe, for one, has at least ten pieces of denim and yet I can't stop myself every time I see a new style on the shelf.

As Elio Fiorucci rightly said, "*Denim is a love that never fades*". Truth be told, it's always this supposed underdog that stays ahead in the fashion race! In fact, recently I've come across some uber cool looks sported by some of our favourite bloggers and dancers. Perhaps, this is what you can try this season.

Look at @ThatBohoGirl, stealing the show in her stunning jeans...

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Brand: Lee Cooper
Article Link: View Here

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ARTICLE CAMPAIGN

CURATION LED

Here's A Style Guide For Those Who Want To Rock Ethnic With A Twist This Festive Season

by Lavanya Singh

For us fashion peeps, Diwali is the best time of the year. We can whip out our ethnic garbs, rock those flowy lehengas and regal sherwanis and feel like a million bucks. However, when it comes to ethnic wear, there doesn't seem to be much choice, does it? Usually, you're stuck with the same ol' same ol' kurta-pyjama, salwar suit, or saree. We try our best to switch it up and stand out of the crowd, but it just doesn't satisfy our creative hearts.

Well, if you need some inspiration for those fusion looks this Diwali, here is a style guide that will help you out.

Look at all that swag! A simple crop top with a statement Rajasthani-style skirt and you're set to wow people.

Or, if you want to flip the look, pair a classic striped dress with a Rajasthani-style shrug. Oh la la!

TRENDING ON SCOOPWHOOP

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ARTICLE CAMPAIGN

AMBASSADOR LED

Kareena Kapoor Shows Why People Should Rise Above All Prejudices & We Can't Agree More

by SW Staff

SPONSORED BY AND

> **The single most instinctive evil is discrimination.**

Whether it's discrimination or societal restrictions, nothing has ever stopped people from rising above these issues and achieving their dreams. The answer - because they can! It's as simple as anything. Growing up, I've heard all my elders say 'where there's a will, there's a way'. And rightly so, countless personalities have emerged out of their sheer will to do something.

The truth is simple. No hurdle can stop you if you've chosen to rise.

In an attempt to celebrate the accomplishments and hard work of such people, **AND** has come up with this empowering video that features Kareena and showcases the stories of four strong-willed personalities, who decided to rise above prejudices and follow their callings. These are people who've aced their fields and progressed because simply put, they've always believed in themselves.

Rise up for who you are. Be your own inspiration.

Watch the inspiring video #ANDiRISE here.

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CAMPAIGN	BIG BILLION DAY

A CONTENT ROADBLOCK

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LET’S TALK?