

H&M BRANDED INTERVIEW



OBJECTIVE

H&M aimed to raise awareness about their wardrobe collection featured in the movie 14 Phera, worn by celebrities, and reward winners of their loyalty program.

SOCIAL & IMPLEMENTATION

Pinkvilla organized a 6-episode series featuring popular Telugu influencers showcasing Amazon Fashion's festive wear collection in a stylebook format. The entire campaign was amplified across Pinkvilla platforms, and social media.



IEWS - 1.7Mn

REACH - 6.4 Mn