

LEVI'S – BRANDED SERIES : STYLEBOOK

OBJECTIVE

Levi's wanted to promote their latest denim collection sported by Deepika Padukone and create awareness around their latest co-ord sets in a variety of designs.

SOLUTION & IMPLEMENTATION

Pinkvilla arranged for a fashion expert like Kinjal Bhanushali who helped to present a denim guide that can help any and everyone to sport denim in the trendiest way possible. While explaining the denim looks, Kinjal cited Deepika's denim looks from the latest Levi's collection as an example while she decoded the look. We also did an article to promote the collection along with the amplification of Levi's latest DVC.

The video was amplified across Pinkvilla platforms, social media.

VIEWS- 1.7 Mn

REACH - 2.6Mn

