

HOLLOW AD

for Tolstoy

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Background

In the highly competitive luxury e-commerce business, Tolstoy stays ahead of the game, by getting new ranges much before anyone else.

Research insights

- People who are into luxury fashion want to be the first one in their group to get their hands on a newly released collection.
- They follow fashion shows and keep an eye out for new launches during Fashion Weeks.

Strategy

Fashion aware people regularly follow news around fashion launches on outlets like the Mumbai Times, etc.

Can we effectively communicate our main brand promise to our TG, on the day when these outlets cover the coveted Fashion Weeks?

Creative Idea

Mumbai Times will cover Lakme Fashion Week on its front page as it happens, and will showcase it's showstopper walking the ramp.

As a jacket ad, we'll feature a hollow page with a cutout, that says "The styles presented here are available on Tolstoy".

WHAT'S IN THE FRAME,
IS IN THE STORE.

Tolstoy

Our ad



WHAT'S IN THE FRAME,
IS IN THE STORE.

Tolstoy

Our ad, with the first page of Mumbai Times.

Tolstoy

Our ad, with the first page of Delhi Times.



Thank You