

OBJECT OF ENVY

for Tolstoy

By

Ronit Sawant & Abhijit Mahida

Background

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

Research insights

People like to flaunt the pieces they got early.

But this invokes envy and jealousy amongst their peer group.

Creative Idea

Getting a product earlier than everyone else will make your friends jealous.

So be prepared for it.



GETTING SOMETHING EARLY INVITES ENVY.

GET SPRING /SUMMER COLLECTIONS
OF LEADING DESIGNERS, AT THE EARLIEST.

Tolstoy



GETTING SOMETHING EARLY INVITES ENVY.

GET SPRING/SUMMER COLLECTIONS
OF LEADING DESIGNERS, AT THE EARLIEST.

Tolstoy



GETTING SOMETHING EARLY INVITES ENVY.

GET SPRING / SUMMER COLLECTIONS
OF LEADING DESIGNERS, AT THE EARLIEST.

Tolstoy

Thank You