

OFF THE RAMP

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.

On the next page, our ad will feature a model wearing the same dress as the showstopper, **albeit not walking on the ramp, but to a Tolstoy store.**

How will we pull it off? (without getting sued)

Tracking the launch on social media, as well as having insider photographers at the event, we will find out what the showstopper wore at the ramp.

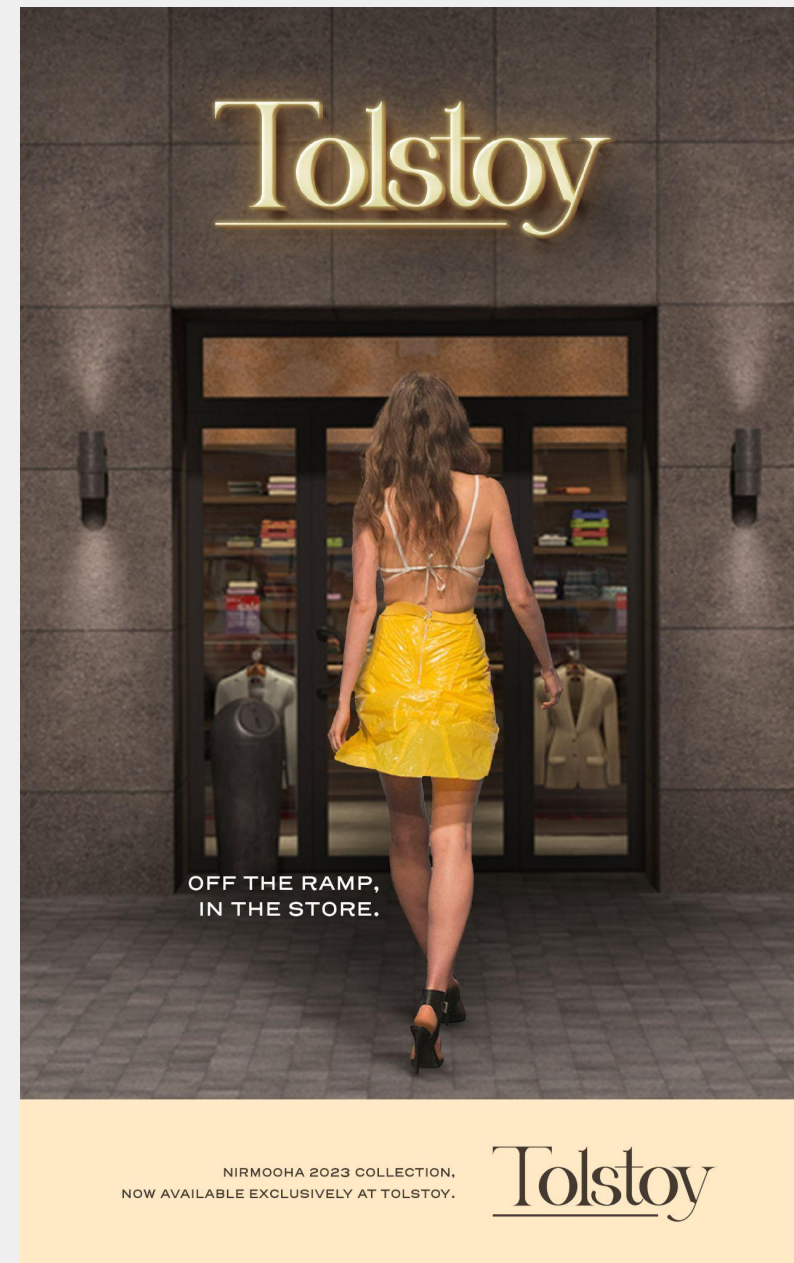
With the knowledge (and a little bit of luck) that Mumbai Times will usually go for the showstopper as their main feature on Page 1, we will shoot a look-alike model wearing the same dress, walking towards our store.

All this will happen on the night of the show. Quickly making the ad, we'll send it to TOI, to be featured on Page 3 of Mumbai Times.





Article covering Bangalore Fashion Week



Our ad on the next page

Thank You