



KANGANA RANAUT'S sartorial tastes take a new meaning. The star stepped out for the launch of an eyewear brand fully coordinated in black and white except for her purple nail varnish. Maybe she should have painted her talons black too. PIC/ YOGEN SHAH

TRU TRUSSARDI

LAUNCH

Objective:

Tru -Trussardi is an Italian High end Luxury Brand for apparel , eyewear and other accessories. They planned to enter the Indian market with their eyewear segment. The idea was to make this launch grand and explicit for the target audience.

Strategy :

Event : The idea of the event was to bring together eminent personalities from different walks of life sporting the eyewear and talking about how the eyewear is important to their profession and the celebs were Anushka Manchanda (singer), Rannvijay (Vj and Actor) and Sahil shroff (Model).The entire event came to an end with the Show stopper Kangana Ranaut (Actor) speaking about the brand and fashion.

One on one interaction with Kangana Ranaut were conducted with the leading electronic channels.

Results :

Coverage received across all leading main dailies and electronic channels (17 news clips), onlines (49 sites) and fashion as well as general interest magazines.



Bombay Times



Mid day (Hitlist)



HT Cafe



DNA AfterHrs



The Asian Age