

Louis Philippe Launches 'The Label.in' – a Lifestyle E-Magazine

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~ *The ultimate fashion and lifestyle guide for today's evolved man is LIVE now*

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Bangalore: Louis Philippe, the identity of the stylish and astute Indian gentleman, announced the launch of its first fashion e-magazine called 'The Label.' As a brand which has always stayed ahead of



its times, Louis Philippe has chosen the path of an e-magazine to educate its consumer with the latest in fashion through the digital platform. The increasing significance of the medium in the consumer's life has created an opportunity for the brand to share its point of view through this innovative format.

"We at Louis Philippe have a vision of educating our consumers about the fine things of life and keeping them abreast of what is happening in their interest spaces. In order to do this, we felt the right medium would be the Internet, which is a ubiquitous part our consumer's daily life," said Mr. Jacob John, Brand Head, Louis Philippe. "This was also corroborated by the increasing incidence of e-books and e-magazines amongst our target group. It was this learning that pushed Louis Philippe to launch TheLabel.in, a content vehicle for the brand to reach out and educate its audience. It is also in line with the brand's vision of creating an interesting digital ecosystem to bring alive the brand in this space".



Added Roopak Saluja, Founder & Managing Director of Jack in the Box Worldwide: "As a creative entity that thrives on innovation and strives to blur the lines between communications and entertainment, it's not often one finds a

client and opportunity to truly showcase our unique blend of abilities at Jack in the Box and The 120 Media Collective. In today's world of 'virality' and the tech-enabled consumer, brands have an opportunity to earn a disproportionate share of the conversation by creating content that adds value in the form of entertainment or information, and even more so by creating their own platform. In Louis Philippe, we found a client that understands this and isn't afraid to take risks and push the bar enough to produce an offering of the premium values embodied in The Label."

Aimed at the young, adventurous and discerning Indian male, who is itching to explore the unravelled, the magazine helps you discover and experience new

vocations and passions with a hint of machismo, humour and wit. The Label is a chronicler of the new and emerging social trends with sections devoted to Fashion, Grooming, Leisure, Gadgets, Automobiles, Spaces, Health and Fitness. In the first issue the label has Restaurateur Extraordinaire Nikhil Chib sharing his definition of a cool restaurant, Photographer and gadget guru Vikram Bawa with his best gizmo picks and Heritage purveyor and designer Arjun Khanna lets you into his vintage world of spectacular bikes, cameras, trunks and other memorabilia.



With a focus to reach out to as many readers, The Label is available on www.thelabel.in.

Fashion: It captures the best and the ultimate in contemporary men's fashion scene. From decoding a banker's look to interpreting the style of the modern day groom to chronicling fashion trends, it's a mirror to the key global and local sartorial trends. Accompanied by numerous slide shows of riveting fashion images, it's a visual treat for the discerning and evolved gentleman of today.

Boys' Toys: Right from the most macho gadgets which you must own to the picture perfect cameras to the ultimate apps for your smartphone – this section is a delight for gadget and tech enthusiasts.

Wheels: Discover the unknown terrains in and around the city ideal to take your beauty for an adventurous spin. This section tickles the adrenaline junkie in you.

Stay Fit: From helping you discover the new five best post-workout recovery tools to a unique chair workout for the busy corporate man of today – this makes for a fun read for any fitness junkie.

Essentials: In this section, we suggest some unique ways to upgrade a grooming regime – from the best unisex concealer to cover up the under-eye area to the ultimate hair styling mousse to spike up the mane. From chronicling some key fine dining etiquettes for men to capturing the nuances of writing a professional email – this section is an ultimate go-to-guide when it comes to 360 degree sophisticated living.

Leisure: From letting you explore the 10 sexiest new restaurants in India to the Asian food revolution, the section focuses on the art of entertaining.

Spaces: From profiling some of the most iconic bachelor pads in the country to showcasing some inspiring art collections of India's youngest art lovers to capturing the latest news from the world of global art auctions – this section is a surreal treat for the lovers of art, design and architecture.

About Louis Philippe

The brand draws its name and inspiration from King Louis Philippe of France,

who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognisance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modeled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.

Website - <http://www.louisphilippe.com/>

Magazine: www.thelabel.in.

Facebook - <http://www.facebook.com/HouseOfLouisPhilippe?fref=ts>

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