

Louis Philippe launches the SS 2013 collection in style and mystery

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~ Unravel The Mediterranean Trail and win merchandise worth a lakh ~



Bangalore: Louis Philippe, the identity of the stylish and astute Indian gentleman, brings yet another surprise this season. Pulling off an unpredictable move, Louis Philippe has invented a game, 'The Mediterranean Trail,' with the intention of launching their Spring/Summer collection that is inspired by

Mediterranean colours, culture, racing and sailing.

Spanning 13 days, The Mediterranean Trail gives out daily clues on Louis Philippe's digital platforms – Facebook, Twitter, website and The Label (the definitive online guide to all things fashion and lifestyle for men). To play the game, all you need is a Facebook /Twitter /LinkedIn account and a questing mind.

The Mediterranean Trail chronicles the story of important designs that have been planted across the Mediterranean and the journey of collecting them. The aforementioned clues, once decoded correctly, reveal a mini-clip to the player.



At the end of the game, each player will be in possession of 13 clips that form a complete story – The Mediterranean Trail. However, the clips are in a scrambled order. The winner is the one who puts them together in the correct order in the shortest possible time. Up for grabs, is a spectacular Louis Philippe wardrobe amounting to Rs100,000 (Rs1 lakh).

The race to unravel The Mediterranean Trail is heating up and how! All the action unfolds on our Facebook page LP - Louis Philippe & on Twitter @LPLouisPhilippe.

A brand that is known for sophistication and chutzpah brings in its SS'13 launch campaign with a freshness by choosing digital media as the key medium to communicate to the end consumers. Digital

media has evolved beyond merely being a one-way channel, to a medium that creates a web of interconnectivity. Louis Philippe strongly believes that digital media will bring in a lot of conversation resulting in customer satisfaction.

The Spring Summer'13 collection inspired by the miracles of Italy and Monaco come alive with all treasures packaged in majestic mountains, placid lakes, idyllic islands, splendid cities and wonderful walled hamlets. The colour palette boasts of coral, turquoise, yellows and apple greens. This season also brings in vibrant patterns and interesting details born out of pure passion for sailing and flying. Spring Summer'13 is sated with new fabrics that range from luxurious silks to linens that are styled to reflect a sense of modernity and yet stay rooted in a tradition of tailored well-made clothes. The collections are complete with bespoke shoes, hand crafted bags, exquisite ties and charming accessories.

An eclectic combination of both their muses, the Spring/Summer campaign has been unveiled in the form of The Mediterranean Trail – a stylish game.

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 modelled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.