

Louis Philippe lets you play stylist this season

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Impeccable dressing is an art and with Louis Philippe's Autumn/Winter 2013 collection that is so effortlessly stylish, any look put together using it is bound to make you look dapper.

Flamboyant, colourful and elegant the Louis Philippe's Autumn/Winter 2013 collection is inspired by the vibrancy and diversity of Peru. Classy greens, deep purples, slate greys and dense navy blues so sleek and detailed, anyone can be a stylist with it.

Launching the Louis Philippe Dressing Room where everyone can play stylist. Win by styling yourself or the Bollywood celebrity, Vidyut Jamwal!

This campaign kicks off today and will be launched via a Live Stream on the Louis Philippe website. Users are allowed to play stylist using the Louis Philippe Autumn Winter (AW) collection and dress Vidyut up for a date. He will react in real time to all the tweets and messages coming in. This is the first of its kind activity being held in India by any brand with Live Streaming and Real Time Interaction.

The Louis Philippe Dressing Room has a variety of clothes to experiment with, ranging from jeans and T-shirts to jackets and shoes. The chosen four winners will then be flown to Bangalore to be styled and gifted a brand new wardrobe from Louis Philippe's Autumn/Winter 2013 collection.

On this occasion **Jacob John, Brand Head, Louis Philippe** commented "The new collection is diverse and colourful and is inspired by Peru. We wanted to create an engaging platform for our consumers to experience this collection. The 'Dressing Room' app concept was planned keeping this in mind and allows our consumers to create their own looks and also buy the looks that they have put together on www.louisphilippe.com. Our foray into the digital space has been gaining ground in the last one year, and with this activity, we want to reach out to the new age fashion conscious male and engage with him in as interesting a manner as possible".

Speaking about the campaign, Abhishek Razdan, Senior Vice President and Business Head, Jack in the Box Communications, says, "Most people feel that to look fashionable you need professional help. Our objective was to enable people to play stylists themselves. And Louis Philippe's new collection is so chic and versatile that anyone can become a stylist. You can try any combination or put together any ensemble and you are sure to look stylish."

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 cognizance 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/>

E-Magazine: www.thelabel.in.

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