

#StartTrending with PEOPLE

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PEOPLE, the youth fashion brand from the house of Madura Fashion and Lifestyle, launched their recent brand campaign with a social media inspired concept - #StartTrending.

The campaign explores the close relationship between fashion and social media, capturing the need to trend online as well as offline for today's youth. #StartTrending borrows key elements from social networks to play with the online lifestyle of today's digitally savvy youth.

The campaign was launched through an extensive outdoor campaign earlier this year, supported by print and social media. To take #StartTrending further, the brand also released a stop-motion film for digital media and movie theatres.

Sharing her views on the campaign, Rashmi Shukla, Marketing & Merchandizing Head, PEOPLE, Madura Fashion & Lifestyle said, *"Our core consumer, the digital natives, are known to live online 24*7. We wanted to capture a slice of their life today. We love the fact that the video captures this in a very young, fun, trendy manner, and reflects all that PEOPLE, the fast-fashion brand stands for."*

For the first time since their launch in 2008, the brand chose to go all out with a campaign spanning across all channels of communication.

Mr. Abhay Bahugune, Brand Head, PEOPLE, Madura Fashion & Lifestyle commented, *"We're very excited with launch of our first video commercial, which succinctly captures the lifestyle of today's young generation. This launch also comes at a time when the brand is growing at a rapid pace across markets, both online and offline."*

PEOPLE is present in over 40 cities with 90+ stores across India. The brand offers apparel & accessories inspired by the latest international trends for young men, women and kids.