

LP Sport launches Speed Challenge

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LP, a sportswear sub-brand by Louis Philippe, and aimed at young achievers and upscale urbanites, draws its inspiration from vintage motor racing in a big way. The premium, menswear brand, which stands for passion, racing and sport, derives its colour palette from Daytona Beach races and the Monaco Grand Prix

With the growing popularity of motor racing and gaming among the Indian youth, the brand has launched its LP Speed Challenge to build a connect with sports-loving youth, its target group.

Customers who buy LP merchandise worth Rs.2,500 or more get a chance to play a unique, LP-customised racing game, both in the stores as well as online (by accessing www.lpspeedchallenge.com).

The LP Speed Challenge was kick-started at the Oberoi Mall in Mumbai on May 12, 2011, when three celebrities – Ranvijay Singh, Rana Dugabatti and Sharman Joshi – took on the online racing challenge. Ranvijay, who hosted the event, invited members of the audience to play the game and compete with Rana, Sharman and himself.



Ranvijay Singh

Similar on-ground promotions are being held in Pune (May 15), Chennai (May 21), Hyderabad (May 22), Delhi (May 28), Gurgaon (May 29) and Bengaluru (June 4 and 5).

The top-20 racers – 10 from online racing and the rest from the on-ground activity – will be flown down to Bengaluru to be part of a Karting challenge on June 18. And the winner will receive a grand prize – an all-expenses paid trip to a grand racing weekend in Singapore in September 2011.



Sharman Joshi

Louis Philippe, which is synonymous with premium, international men's fashion, was launched in India in 1989. It expanded its offering with the launch of a sub-brand in November 2007. LP Louis Philippe ascertains the style mantra for today's generation.

LP prides itself on being the trendsetter for the stylish spirited youngster who

lives today with a confident eye on tomorrow. It is the brand for those who are in a hurry to make a mark in this world, but will not compromise on either their values or on fun, en route.

The LP line has an exciting range of shirts, trousers, T-shirts, suits, jackets and accessories to put together a youthful wardrobe.. With two trendy fits in shirts and denims, four styles in trousers and three in suits and jackets, the LP range provides ample options for customising a wardrobe to individual preferences.



Rana Dugabatti