

The luxe of made to measure

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Louis Philippe is a brand which prides in its craftsmanship and flaunts the same in a window installation that uses iconic elements that depicts a master tailor's studio to position its Premium Luxure brand. The display tells a story of exclusive personalization fashion.

To feature its premium brand Luxure, its new collection of fine crafted Made To Measure clothing for men, formal fashion brand Louis Philippe model featured window display installation at select LP stores. The window display created presented the unique selling proposition of the collection with the help of a well organized setting that depicted the creativity in a master tailor's studio.

Carefully selected props brought the theme to life with great detail. The colour palette ensured that adequate attention was brought to the main point of view of the theme of master craftsmanship. Various elements like, a classic tailoring machine, glass jars with tailoring accessories, a work table and elements likes pattern, scissors, scale etc. help in telling the story. An impression of fireplace adds the hint of the Louis Philippe brand's European inspiration.

— **Mansi Lavsi**