

CASE STUDIES ON RETAIL CLIENTS



Chateau d'Axe has been a renowned name in the upholstered furniture production business by all means over the past 60 years. Chateau d'Axe is the brand for modern living, with variations to meet the latest trends in personal taste, from designer to romantic to new luxury, and after decades of experience and research offers an exceedingly large range of products, all of the highest quality, but always within reach for Made in Italy enthusiasts. This brand today boasts of 350 outlets across the globe and 3 outlets in New Delhi, Hyderabad and Mumbai. With its competitive pricing structure, chateau d'Axe commands rightful authority, pre-dominantly in the medium high and high range market.

Objective

To introduce the brand in the Indian Market and launch its 3 outlets in India.

Strategies

- Media launch and review on the offerings.
- To carve a niche for the brand in select class of India.
- Focus on Lifestyle & Trade Media to increase the brand visibility and credibility in Indian Market

Result

- Generated meaningful coverage in select newspapers, lifestyle magazines and online media.
- Various video shoots and reviews were conducted by TV Channels
- Well positioned the Brand and its product in the Indian Market.



Founded in 1945, KRYOLAN has its headquarters at Berlin, Germany, other establishments at San Francisco, London & Poland; covers a vast sales network in more than 80 countries across all continents. With its recently established subsidiary in Chennai, India, offers you an unmatched advantage in terms of price stability, authenticated quality, speed & reliability of supply and technical support. KRYOLAN is further adding regularly new articles to its comprehensive product range backed by its strong R & D and manufacturing infrastructure. KRYOLAN products are distinguished by extraordinary compatibility, complex practicability & make-up durability. They are known to meet the highest standards demanded by make-up artists & professionals the world over.

Objective

To launch the flagship store of this international professional make-up brand.

Strategies

- Media launch and review of the store and its product attributes
- Focus on niche lifestyle & trade media to influence the target audience in professional make-up.

Result

- Generated meaningful coverage in select newspapers, lifestyle magazines, electronic channels and online media.
- Build a prominent visibility in the media, which enhanced the presence of the brand in India.



Stanley is India's largest genuine leather upholstery solution to a discerning market in the Indian subcontinent. Today, Stanley is India's largest genuine leather upholstery brand and has been acknowledged as the leader in setting the trend for genuine leather in the country. As a firm whose core strength lay in complete solution in genuine leather, Stanley-India's first true-growth luxury brand, has a business that is divided into three main segments-Automotive, furniture and import and marketing of lifestyle product. It produces its mammoth range of high-grade, finished leather from select tanneries from all over the world.

Objective

- To position it as genuine leather upholstery brand producing finest furniture in the home décor industry.
- To introduce their creative and innovative designs in genuine leather furnishings.

Strategies

- Media preview on the offerings
- Position it as a leader of genuine leather upholstery in home décor industry through opinion pieces across target publications.
- Focus on niche lifestyle media to influence the opinions of the target audience

Result

- Generated a regular coverage in prominent newspapers, lifestyle magazines, electronic channels and online media.
- Build a unique brand image of leather furnishings among all the major interior brands having its presence in the country.



Elitaire is a premium lifestyle brand which deals in high end home décor products and interior solutions. It is a part of the Dolphin Mart Limited, which has its presence in various cities in India as well as abroad. Elitaire offers products which are imported from 82 design houses across the globe.

But the most unique feature about Elitaire was that it offers the concept of six palaces from across the world as a theme for interior solutions to its customers making it the only interior brand in the country offering such concepts.

Objective

- To introduce Elitaire and its offering to the media
- To highlight the concept of palaces as an unique and innovative product in the Indian home décor segment
- To position it as a key player in the home décor and interior segment.

Strategies

- Media preview on the offerings
- Focus on lifestyle media to influence opinions on its unique concept of palaces
- Position it as a leader in home décor and interior space via speaking opportunities and opinion pieces

Result

- Generated great number of coverage including multi pages features during the campaign.
- With regular coverage appearing every week, the 'recall value' has been created rightly amongst the target media, which helped the brand get enormous enquiries within 3 months of its launch.



d'Mart Exclusif, a national player in luxury segment, is the ultimate place for exclusive and unique Lifestyle Luxury Products offering an extensive collection of art and décor pieces from across the world. It offers products from some of the best international brands that are known world over for their refinement and quality. Its consistent effort is to bring the best and most exquisite works of art to the Indian homes. It has showrooms located in various parts of India and also abroad.

Objective

- To optimize their brand presence and leverage their brand message.
- Position it as a key player in the home décor industry

Strategies

- Media preview on the offerings
- Position it as a leader in home décor industry through opinion pieces across target publications
- Leverage every media opportunity surrounding lifestyle, home décor and interiors.

Result

- Regular coverage in prominent newspapers, magazines, electronic channels and online media.
- Prominent brand to feature among all the major interior brands having its presence in the country.



D&A, one of Delhi's finest and premium fashion footwear and accessories brand was incepted and launched its first store in 1978. Launched a new brand in Delhi and got media coverage done for the same.

Objective

- To optimize their brand presence and position it as a key player in the premium shoe market.

Strategies

- Media review of the new range of shoes from Brazil.
- Leverage every media opportunity surrounding lifestyle and retail.

Result

Excellent coverage in prominent lifestyle media created the desired visibility of the brand outlet and its new premium range of shoes.

Documents End.