

CASPER

SUNDAY

Pantaloons



pantaloons



was founded in 1997 by Preeti Vyas, to deliver integrated Design solutions to a burgeoning Indian market. With the vision to transform the marketplace using Strategic Design and cutting-edge communication solutions, VGC has worked with some of India's biggest brands while creating value through Design.

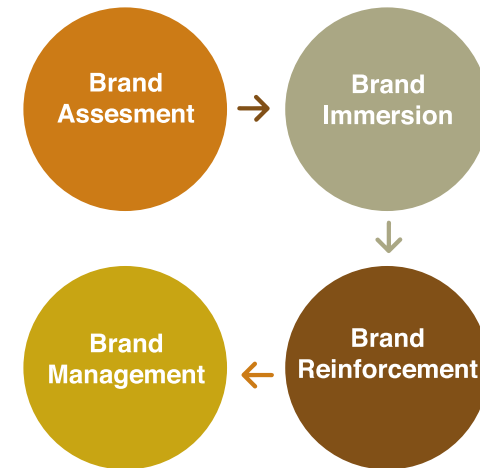
Operating from Mumbai and Bengaluru, our team works with passion and verve to deliver innovative solutions; right from developing strategy to completing a superior creative expression across all media vehicles. We have a creative reputation for ensuring a high return on investment through intelligent and innovative solutions. We believe, only that Design which is good for your business is good Design.

VGC has grown to become one of India's most recognized and sought after consultancies. We are ranked among the top four Indian Design agencies by The Economics Times, featured in the Brand Trust Report and our work for Nitesh Fisher Island won an award at the International Property Awards, 2012.

ABOUT **vgc**



DESIGN ECOLOGY



DESIGN PROCESS

The Pantaloons 'in love with fashion' story gets an all new plot

MAKING THE QUINTESSENTIAL INDIAN CLOTHING RETAILER DISTINCTIVELY DESIRABLE.

The Brief

To refresh brand Pantaloons, making it distinctive & desirable and drive walk-ins, salience & visibility.

The Specific Ask:

The multi-media campaign spanning:

- Print
- Radio
- Outdoor
- Digital
- Retail experience strategy

Brand Positioning

- Pantaloons – one of India's leading clothing chains
- Young & fresh fashion
- Various products across categories ranging from western to ethnic wear for men and women

THE CORE OF PANTALOONS –
IN LOVE WITH FASHION

pantaloonS

An Evolution
rather than a
Revolution

We first looked at the category dynamics



Happy shiny people



Friends



Surfacing lacking depth



Fun

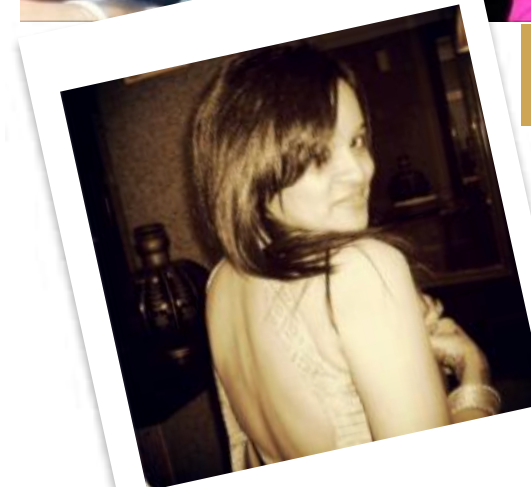


Essentially a sea of sameness
with a tenuous style connect

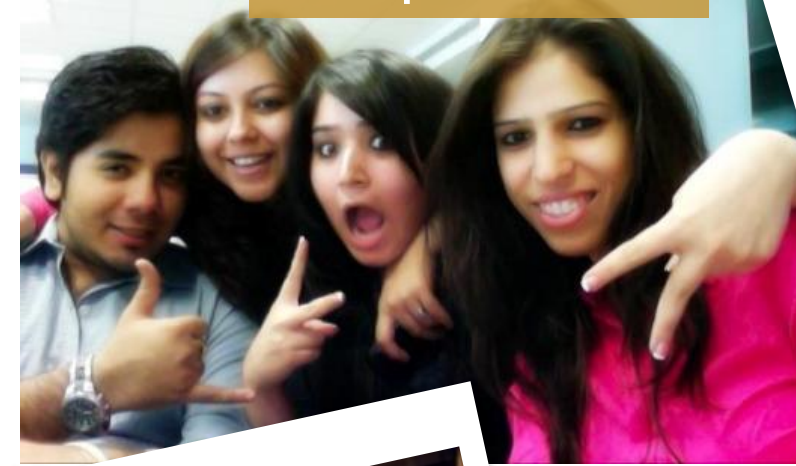


To build a distinctive connect,
we decided to look closely at
who our audience is

Vain



Confident



Expressive



Experimentative



Self-indulgent

More assertive,
expressive, smug

“you can press your hair, curl it,
roll it, blow dry it.. there is crimping
also.” – 22 yrs, Megha, Nagpur

“I love trying on miniskirts in the mall.. I can’t
buy them of course, I am not allowed to wear
them!” – 19 yrs, mid segment, Ludhiana

“I had only one condition before marriage...
that I would be allowed to wear the clothes
that I do.” – 33 yrs, super premium, Kolkatta



And the men
aren't far behind

The Indian male is increasingly trying out new cosmetic products and services and experimenting with new hairstyles and looks.

“Today’s metrosexual man no longer wants to look dull and boring. He understands that it is not cool anymore to look unkempt and hence he wants to look young, fresh, groomed and confident.”

“The city is highly polluted and there is too much dust. I get them done to keep myself hygienic and clean.” says Goenka.

Aditya Goenka | 28 Yrs | works at HDFC Bank in Kolkata, visits a salon every month. No, it is not for a mere hair cut or for trimming his beard. Goenka gets a pedicure and a manicure done once a month. Without fail.

So much so, that they
are happy emulating
themselves

‘Mujhe copy kar lo’

In essence they are



An attitude beyond a demographic

In perpetual love with themselves,
confident and multi-faceted.

We wanted to be seen as an enabler of these cheerful self-admirers, helping them explore and express their uniqueness.

And how did we do it?

Our Approach:
Explode The Power Of Love



love

Brand Thought

in



with fashion

category
the dynamics

in



with friends

TG: the modern
Indian

in



with myself & my
self-expression

The perception switch
that we created for the brand



Establishing a brand



in love with me



in love with life



in love with my fashion story

The brand thought

pantaloons

IN LOVE WITH LIFE
IN  WITH FASHION

IN LOVE WITH FUSION
IN  WITH FASHION

IN LOVE WITH SASSY STYLE
IN  WITH FASHION

IN LOVE WITH ETHNIC
IN  WITH FASHION

IN LOVE WITH WORK & PLAY
IN  WITH FASHION

These love-stories hinge on the Pantaloons' fab four – Esha, Sara, Rahul & Pari whose distinctiveness embodies the many moods and facets of the brand, exemplifying the brand's love for fashion and life.

Their stories were showcased in a compelling visual narrative of style and self expression.

Introducing the Pantaloons Fab Four



I'M PARI

A DIE HARD ROMANTIC
I LOVE EXOTIC COLOURS
with a dash of mystique



A HINT OF DESI BLING



I'M SARA

A FUSION GIRL,
I don't follow the herd
MY HEART IS INDIAN



my style steals from the world



I'M ESHA

..... They say I'm

SASSY, STYLISH

a setter of trends

..... I PLAN DREAM WEDDINGS

..... 

love being with friends



I'M RAHUL

..... my passion 

SPORTS MY PLAY

..... big buildings

BIGGER AMBITIONS

I'd have it no other way

The characters are in love with themselves, each other, life & fashion and they express themselves individually and together.

Their stories connect with today's modern Indian, something that everyone can somehow relate to, with a focus on vitalising vanity.



FESTIVITIES COME TO LIFE WHEN WE DRESS UP IN STYLE

on every face we catch

AN ADMIRING SMILE



COME EXPERIENCE PRATALOONS' NEW FESTIVE COLLECTION
WITH ISHA, PRAI & SARAH

On Sale - Red and Gold Embroidered Chanderi Chudidar Sarees at Rs.1499 by **NEIGHBORHOOD**.
On Sale - Off-white, Red and Gold Chanderi Chudidar Sarees at Rs.1499 by **TRUSARDI**.
On Sale - Blue Based Chanderi Chudidar Sarees with Gold Swastika print at Rs.1499 by **TRUSARDI**.

₹ 500	₹ 1,000	₹ 2,000
1 MONTH TERM	3 MONTH TERM	12 MONTH TERM



ASTER SİLA GRUBU

BUKATA: South City Mall Ph: 031 5551466 Easting Mall Ph: 031 5551531 Cetus Street Ph: 031 5554555 Galathea Road Ph: 031 5554444 City Centre, New Town Ph: 031 5555444
 Diamond Plaza, Mega Bazar Ph: 031 5552222 + Friends Mall, Honeys Ph: 031 5554555 D'SOLAPC, Junction Mall, City Centre, Durgam Ph: 0401 214545 05101300 Cetus Mall, Seberang
 Road, Midway Ph: 031 5551466

REPEATED: It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

pantaloons
IN LOVE WITH LIFE
IN  WITH FASHION

OUR HIGH TEA & ENDLESS CHAT TIME

..... *makes us forever*

PARTNERS IN CRIME!



COME EXPERIENCE PANTALOONS' NEW FESTIVE COLLECTION WITH ESHA & SARA

On Esha – Colour block dress at ₹1,499 by **ANNABELLE**

On Sara – Lined lace dress at ₹1,299 by **HONEY.**

Follow us on   

ENJOY GIFT VOUCHERS

₹ 500 ON SHOPPING OF ₹ 3,000	₹ 1,000 ON SHOPPING OF ₹ 5,000	₹ 2,000 ON SHOPPING OF ₹ 10,000
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REDEEMABLE ON SHOPPING OF ₹1,500 / ₹2,500 / ₹4,000



ADITYA BIRLA GROUP

KOLKATA: South City Mall Ph: 033 3515600 • Kankurgachhi Ph: 033 30913581 • Camac Street Ph: 033 39849202 • Gariahat Road Ph: 033 39848400 • City Centre, New Town Ph: 033 39803489 • Diamond Plaza, Nager Bazar Ph: 033 30122527 • Riverside Mall, Howrah Ph: 033 30401070 | DURGAPUR: Junction Mall, City Centre, Durgapur Ph: 033 25426069 | SILIGURI: Cosmos Mall, Sevoke Road, Siliguri Ph: 0353 3041055 | BHUBHANESWAR: Saheed Nandhu, Bhubhaneswar Ph: 0674 3018765 | GUWAHATI: D.T. Towers, G. S. Road, Guwahati Ph: 0361 2229390 | RANCHI: Eastern Mall, Circular Road, Near Dangraoli Chowk, Ranchi Ph: 0651 6060012 | DHANBAD: Ozone Galleria Mall, Saraidaha Main Road, Dhanbad Ph: 0326 3034061 | PATNA: Vasundhara Metro Mall, Boring Canal Road, Near Rajapur P.O., Patna Ph: 0612 2532345

Terms & Conditions: *Vouchers redeemable on apparel only.

IN LOVE WITH FRIENDS
IN  WITH FASHION



Scan to download the
AW*14 catalogue/
Pantaloons Pujya Song

WEEKENDS ARE FUN, JUST HANGING OUT
it's not the place
 IT'S THE PEOPLE IT'S ABOUT



COME EXPERIENCE PANTALOONS' NEW FESTIVE COLLECTION
 WITH RAHUL, PARI & ESHA

On Rahul - Cool & Casual T-Shirt at Rs.1,099 by HIDEY
 On Pari - Half sleeved print top at Rs.1,199 by HIDEY, Polka dotted skirt Rs.999 at Rs.1,199 by HIDEY
 On Esha - Striped Sleeveless dress at Rs.1,199 by HIDEY, Sleeveless dress at Rs.1,099 by HIDEY

₹ 500	₹ 1,000	₹ 2,000
₹ 500	₹ 1,000	₹ 2,000

AXIS BANK



KOLKATA: South City Mall Ph: 033 30115011 • Eastern Mall Ph: 033 30115011 • Garden Road Ph: 033 30115011 • City Centre, New Town Ph: 033 30115011
 Diamond Plaza, Nager Bazar Ph: 033 30115011 • Riverside Mall, Howrah Ph: 033 30115011 • Junction Mall, City Centre, Durgam Ph: 033 30115011 • City Centre, Durgam Ph: 033 30115011 • City Centre, Durgam Ph: 033 30115011

pantaloons
 IN LOVE WITH LIFE
 IN WITH FASHION

DRAPED IN TRADITION & GRACEFUL STYLE
feeling oh so royal
 AREN'T WE JUST DIVINE?



COME EXPERIENCE PANTALOONS' NEW FESTIVE COLLECTION
 WITH ESHA, SARA & PARI

On Esha - Floral digital print dress at Rs.1,699 by HIDEY
 On Sara - Fusion sari dress at Rs.1,699 by HIDEY
 On Pari - Red, Teal and Gold Chudidar Kameez at Rs.3,999 by TRISHNA

AXIS BANK

Additional 5% cash back on Axis Bank Debit & Credit Cards on purchase of Rs.2,000/- & above. Maximum cashback of Rs.2,000/-



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pantaloons
 IN LOVE WITH LIFE
 IN WITH FASHION

We took the love story to town!

Half Page Ad

Half Page Ad

MOHALI
it's the moment
YOU'VE BEEN WAITING FOR!
PANTALOONS IS HERE
with its first store

EXCLUSIVE EARLY BIRD OFFER
Be one of the first 100 customers to walk in on 19th September '14 and walk out with a gift hamper!

PANTALOONS' PAYBACK GREENCARD
Don't forget to register for India's best loyalty program and get discounts, points and special privileges on every purchase.

Membership Tiers	Discounts	Points
1 star	-	4 points for each ₹100/- spent
3 star	3%	4 points for each ₹100/- spent
5 star	5%	4 points for each ₹100/- spent
7 star	7%	4 points for each ₹100/- spent

On Pari - Red, teal and gold chudidhar kameez at ₹ 3999 by **TRISHNA**

CHECK OUT OUR ALL NEW LOOK
www.pantaloonsonline.com

pantaloonsonline.com
IN LOVE WITH

ADITYA BIRLA GROUP

MOHALI F-15, North Country Mall, Khair Mohali Road, National Highway 21, Sector-117, Tehsil Mohali, SAS Nagar, Punjab - 140302
*Conditions Apply

Full Page Ad

Full Page Ad

Hoarding



Hoarding



New store launches



IN LOVE WITH MOHALI
IN  WITH FASHION

pantaloons

NOW IN MOHALI

1st floor, North Country Mall,
Kharar Mohali Road, Sector 117



By invite only events:
Pantaloons Midnight Fashion Show



Associations & promotions: Bang Bang inspired exclusive collection



Online

Digital



And everything else



The story was also reflected across collaterals and communication for other brands and sub brands

Candies Catalogue





We created a powerful brand story for Pantaloons helping the brand re-articulate its raison d'être and re-establish itself as the essential go-to shopping destination.

In a category that is an overwhelming sea of sameness, we helped the brand make the transition from a generic fashion retailer to a brand that creates ownable style.

Summary

The new Pantaloons story was launched successfully all across India in September 2014. The Pantaloons Fab Four are now the face of Pantaloons and will be featured in upcoming creatives. The campaign was well received by various stakeholders within and outside Pantaloons.

Client Speak

"I think that in terms of the new and refreshed identity being memorable and the associations it has created around it, in terms of the fact that it binds people together even within the organization, it has worked wonders for us in more ways than one."

Kumar Mangalam Birla, Chairman
ADITYA BIRLA GROUP

"VGC have been the catalyst and the drivers of the Editorial Design Change at Impact magazine. We approached them for a design change but they went beyond the brief, pushed and backed for suggested changes, got involved in all aspects and got us to believe in it and implement it. Since then, we have received humungous positive feedback for the product."

Anurag Batra, CEO
EXCHANGE4MEDIA

"With their first strategy presentation, VGC has kept their promise of fresh, out of the box creative thinking, firmly rooted in sound strategy. We were impressed with the process, research and ideation to deliver quality solutions at this stage, which otherwise might have taken three stages to achieve."

Deepak Nath, Category Head
SABMILLER INDIA

"I have received accolades for the quality and content of the communication and newly crafted brand name, for which the real credit goes to team VGC"

Neha Hiranandani, Director
HOUSE OF HIRANANDANI

"We commenced a project for Foster's with VGC recently. In the eighteen months I have spent in the country I have not come across as many good ideas and fresh thinking as I saw in 30 minutes of their presentation. I wish VGC's Bangalore operations well in its new journey."

Derek Hugh Jones, Director Marketing
SABMILLER INDIA

"VGC's reputation for Branding Services is very strong. VGC has done an impressive job of creating a Brand Design Portfolio for the transition of Madura Garments to Madura Fashion and Lifestyle."

Pranab Barua, CEO
MADURA FASHION & LIFESTYLE

Some of the brands powered by VGC.

SOME OF THE CLIENTS POWERED BY VGC SINCE 1997



GRAZIA

HELLO!





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