

# AMAZON FASHION – BRANDED SERIES : STYLEBOOK



## OBJECTIVE

Amazon aimed to promote its fashion section in the Andhra Pradesh & Telangana markets during the festive season by highlighting its ethnic wear collection.

## SOLUTION & IMPLEMENTATION

Pinkvilla organized a 6-episode series featuring popular Telugu influencers showcasing Amazon Fashion's festive wear collection in a stylebook format. The entire campaign was amplified across Pinkvilla platforms, and social media.



REACH - 6.5 Mn

VIEWS - 6.5 Mn