

THE FASHION FIX

*Galeries
Lafayette*



THE LAUNCH CAMPAIGN MUMBAI



CAMPAIGN OBJECTIVE

**IGNITE A NEW ERA OF LUXURY
IN INDIA.**

**ESTABLISH GALERIES
LAFAYETTE MUMBAI AS THE
ULTIMATE FASHION
LANDMARK — NOT JUST A
DESTINATION, BUT A
MOVEMENT.**

**LAUNCH WITH AN ICONIC,
CINEMATIC CAMPAIGN THAT
FEELS AUDACIOUS,
IRRESISTIBLE, AND IMPOSSIBLY
STYLISH..**

**MAKE IT A CULTURAL MOMENT
THE CITY AND THE
COUNTRY WILL NEVER FORGET**

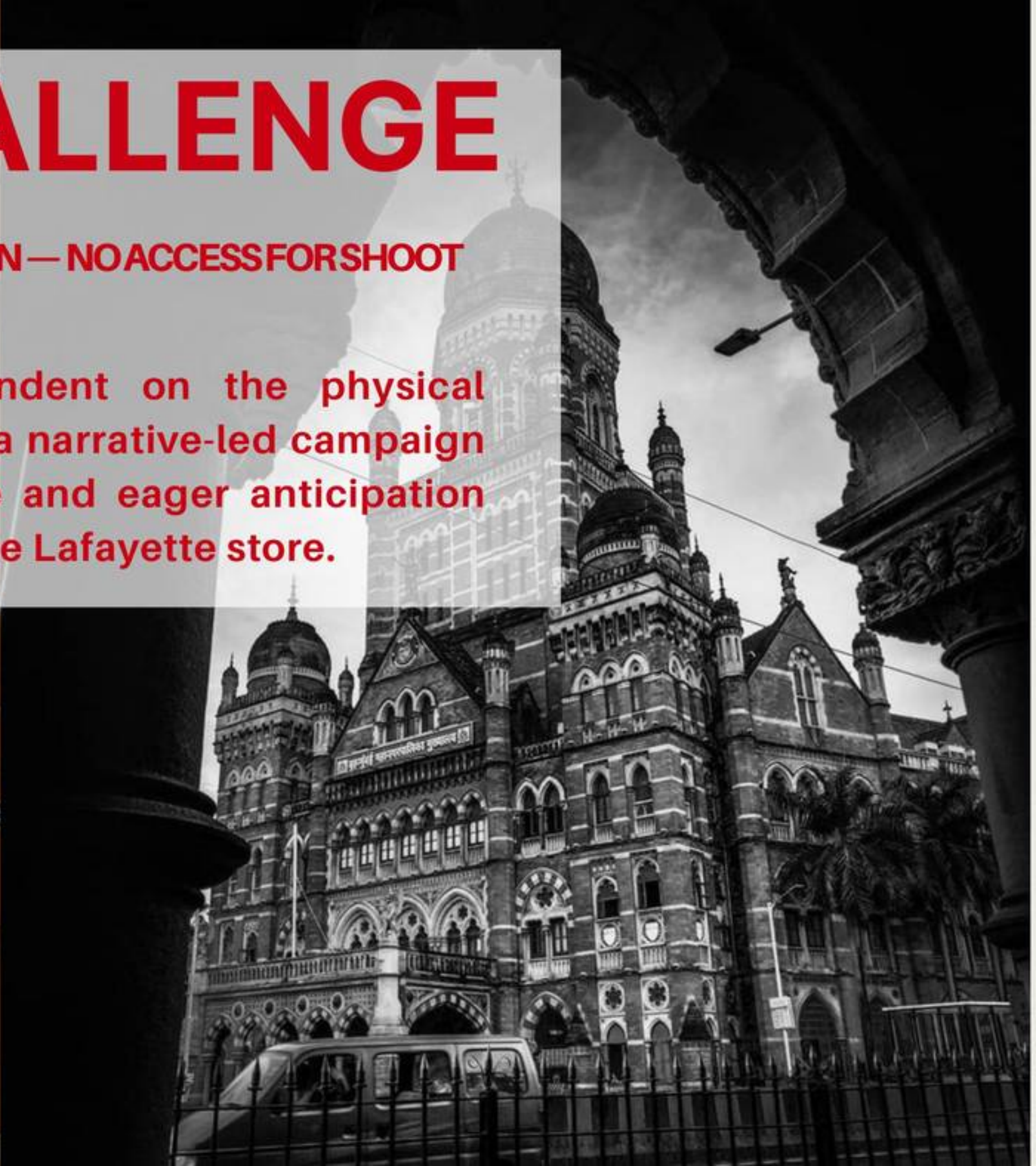
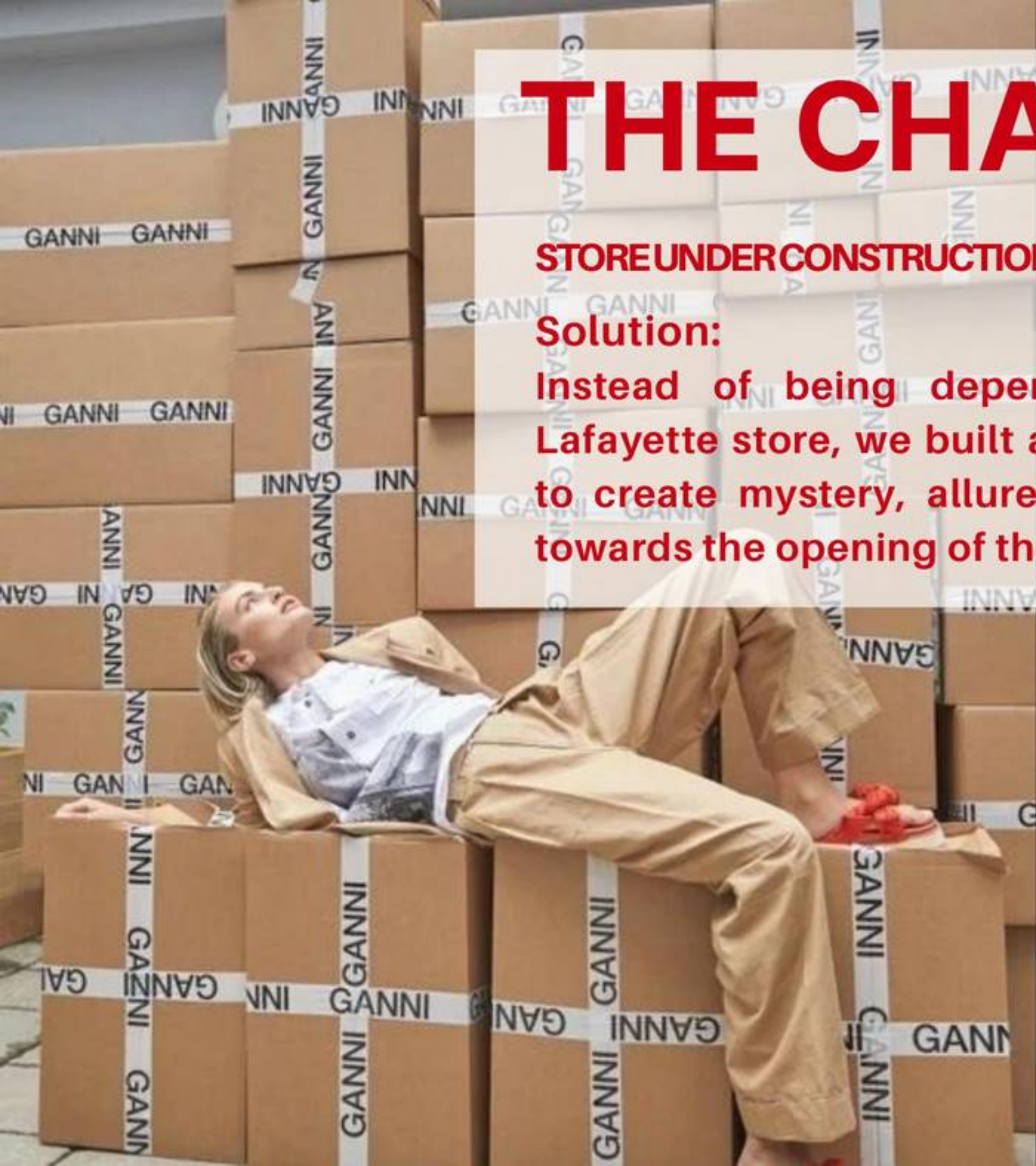


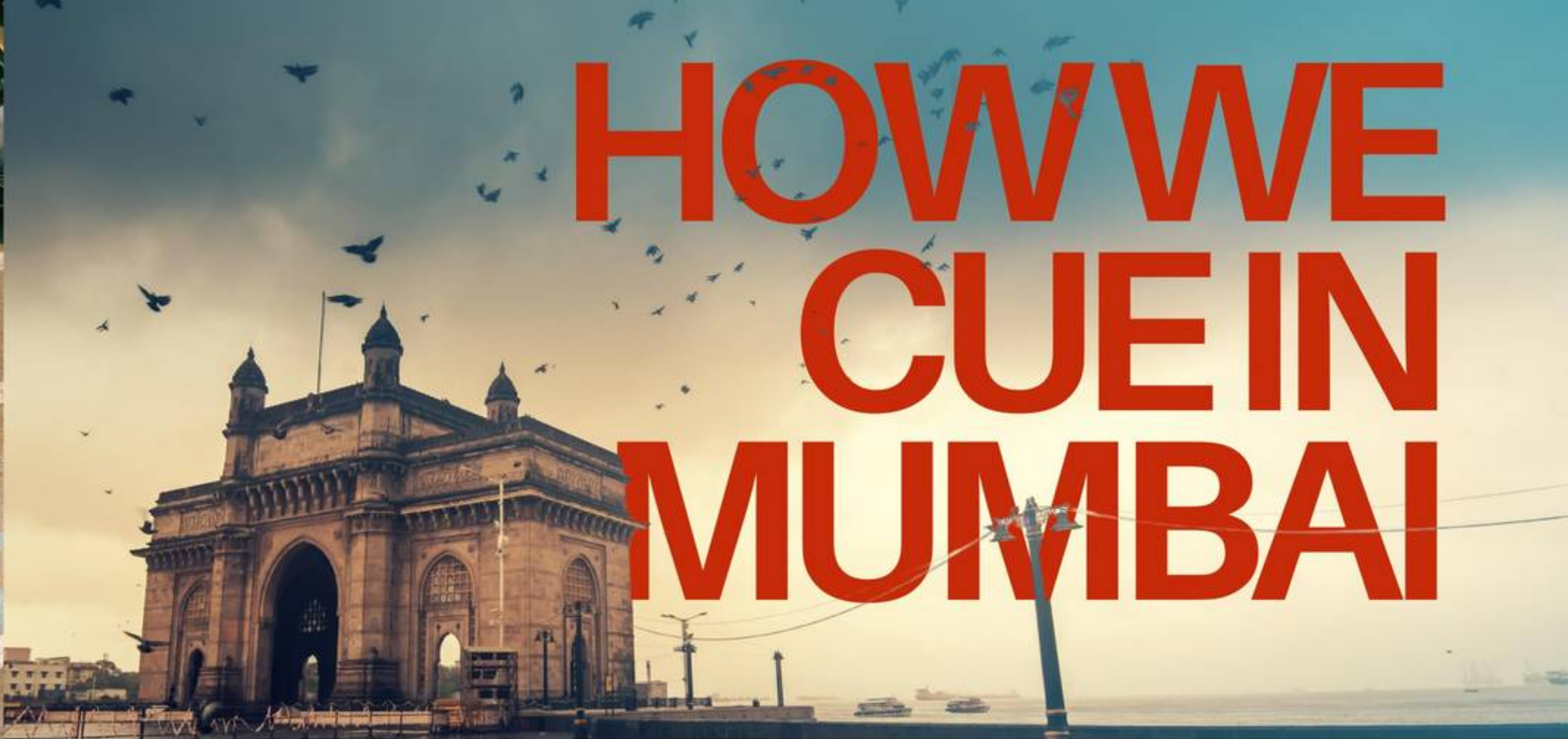
THE CHALLENGE

STORE UNDER CONSTRUCTION — NO ACCESS FOR SHOOT

Solution:

Instead of being dependent on the physical Lafayette store, we built a narrative-led campaign to create mystery, allure and eager anticipation towards the opening of the Lafayette store.





HOW WE CUE IN MUMBAI

- **Locations:** Visuals of iconic Bombay-style art deco buildings, narrow lanes, vintage cafés, winding coastal roads — without stating "Mumbai" explicitly.
- **Atmosphere:** Monsoon skies, humid haze, faint soundscape of distant local trains, coastal breezes — layered subtly into background audio.
- **Styling:** Luxe layering that feels tailored to Mumbai's tropical glamor — sunglasses, airy silks, sharp linen suits — fashion choices that feel effortless in Mumbai's setting.
- **Energy:** Fast, vibrant, slightly chaotic — mirroring the uncontainable energy of Mumbai itself.

A photograph of a red door with a black handle and a concrete step. The word "OVERVIEW" is written in large white letters across the top right of the image.

OVERVIEW

An orange arrow pointing to the right.

WE DON'T OPEN A STORE.

We unleash a fever dream — where fashion obsession meets high-stakes rebellion.

RECOVERING SHOPAHOLICS

The urge to shop, at the whisper of Lafayette's arrival, staging a fashion heist that is stylish, chaotic, and gloriously unapologetic.

THIS ISN'T SHOPPING.

This is claiming style with vengeance.

This is Lafayette Mumbai — where luxury becomes legend.

CAMPAIGN PHASES & EXECUTION



PHASE 1: THE WHISPERS (TEASE)

Date: 1-8 September

Objective: Build intrigue and curiosity around a mysterious luxury destination.

Tactics:

- 15-sec teaser reels from "The Confession Booth" (influencers in dramatic monologues)
- Instagram Stories Polls: "Have you ever hidden shopping bags from your partner?"
- Outdoor LED/Hoardings with Influencers in dramatic poses & cryptic messages.

PHASE 2: THE REVEAL (LAUNCH)

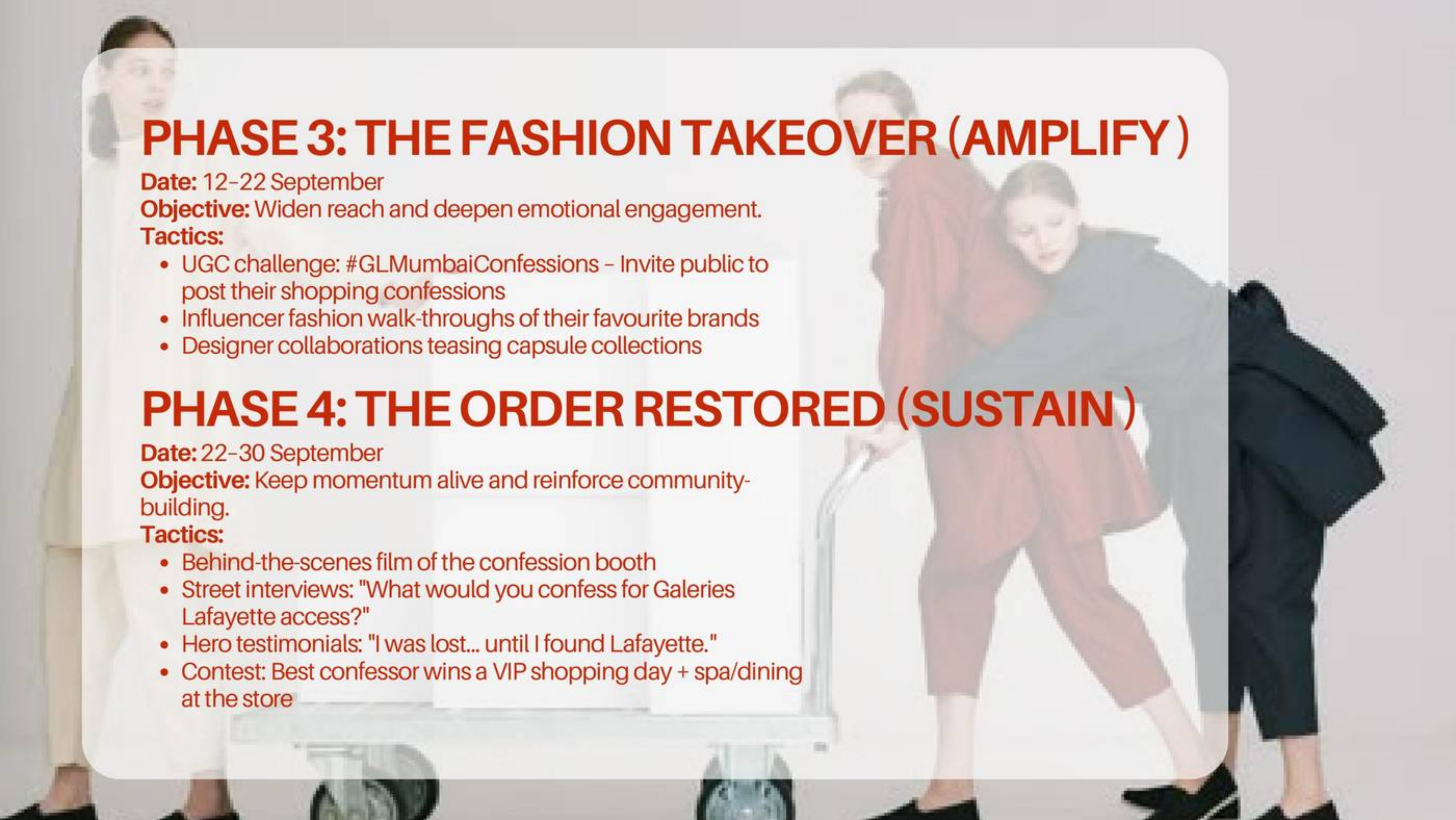
Date: 9-11 September

Objective: Unveil the full film and brand announcement.

Tactics:

- Launch of the 90-sec Hero Film across IG, YouTube, Cinemas, OOH
- Full cast reveal: Influencers, stylists, actors featured
- Hero posters featuring each confessor with their quote
- Press kits to media with "Shopaholic Diaries"



A background image showing three women in a shopping cart. One woman in a red top is pushing the cart, while two others, one in a grey top and one in a black top, are sitting inside. The cart is white and has large wheels.

PHASE 3: THE FASHION TAKEOVER (AMPLIFY)

Date: 12-22 September

Objective: Widen reach and deepen emotional engagement.

Tactics:

- UGC challenge: #GLMumbaiConfessions - Invite public to post their shopping confessions
- Influencer fashion walk-throughs of their favourite brands
- Designer collaborations teasing capsule collections

PHASE 4: THE ORDER RESTORED (SUSTAIN)

Date: 22-30 September

Objective: Keep momentum alive and reinforce community-building.

Tactics:

- Behind-the-scenes film of the confession booth
- Street interviews: "What would you confess for Galeries Lafayette access?"
- Hero testimonials: "I was lost... until I found Lafayette."
- Contest: Best confessor wins a VIP shopping day + spa/dining at the store

The background of the slide is a photograph of a wooden door. At the top of the door is a small poster with the number '4' and '80' visible. In the center of the door is a digital display or keypad. The text 'EVENT INTEGRATION IDEAS' is overlaid on the left side of the image in a large, white, sans-serif font.

EVENT INTEGRATION IDEAS

- **Pop-Up Confession Booths (Pre-Launch Week):** Strategically placed at high-footfall luxury locations across Mumbai (Kala Ghoda, Jio World Drive, BKC, Colaba). Visitors step inside to record playful “fashion sins” — clips auto-uploaded with campaign filters.
- **Live Confession Booth at Launch Event:** A larger-than-life booth at the main venue where guests can walk in, confess their most outrageous shopping stories, and be part of the campaign film montage.
- **Confession Wall Installation:** A stylized, interactive wall with magnetic tiles where guests anonymously pin fashion confessions. Doubles as a dramatic photo backdrop with quotes like “I said I’d stop... until I saw sequins.”

TAG LINES...

"SOME STORES YOU WALK INTO. THIS ONE, YOU
BREAK INTO."

"WE TRIED TO STOP. THEN PARIS CALLED."

"CONFESS. SHOP. REPEAT."



GRAND



THE BIG IDEA

We flip the script on a typical store launch. What happens when devoted fashion lovers hear that Galeries Lafayette is opening in Mumbai—and waiting simply isn't an option? They regroup. They scheme. They reclaim their style.

"SOME STORES YOU WALK INTO. THIS ONE, YOU BREAK INTO."

In a world where fashion is worshipped and desire waits for no one, a curated crew of fashion obsessives receives a mysterious black envelope — the announcement of Galeries Lafayette's arrival in Mumbai. Curiosity sparks excitement, and the chase is on.

Each character, from veteran icons to Gen-Z misfits, steps out of stylish seclusion to orchestrate a high-fashion heist. From decoding digital inventories to charming insiders, tracking luxury cargo, and uncovering secret warehouses — they stop at nothing to reconnect with their first love: style.

But the ultimate twist? They were always on the guest list. They just couldn't wait for the doors to open.

The Fashion Heist is a cinematic fever dream that fuses satire, rebellion, and haute couture into a bold, unforgettable narrative — launching Galeries Lafayette not with tradition, but with unapologetic, high-style anarchy.

THE CONCEPT





SYNOPSIS

Inside a secret confession booth, fashion obsessives whisper their most irresistible cravings. When mysterious black letters arrive, silence breaks. Training begins. Schemes hatch.

What starts as murmurs ignites into a full-blown fashion heist.

Hijacked trucks. Broken vaults. Hacked websites. Stolen couture. And just as it spirals into beautiful chaos— A sharply dressed Darban flips a sign: "Now Open."

They were never locked out. They just couldn't wait. Welcome to Galeries Lafayette Mumbai — The first fashion house worth breaking into.

BULLET POINT / STORY FLOW

Confession Montage

Inside velvet-draped confession booths, influencers and style icons share dramatic, humorous stories of their fashion obsessions. The mood is intimate, over-the-top, and deeply personal — like emotional fashion therapy meets a Wes Anderson photo booth.

The Black Letter Arrives

Mysterious black envelopes, embossed in gold, slip under doors across Mumbai.

It's the announcement: **Galleries Lafayette** is coming. Curiosity turns to excitement — and the quiet breaks.

Heist Planning Montage

The gang assembles across the city.

In war rooms, godowns, and dimly lit apartments, plans take shape. Whiteboards, disguises, gadgets, style maps — chaos meets couture.

Character Vignettes

Ankush Bahuguna: Hacks inventory systems and prints fake invites in a digital fashion command center.

Avanti Nagrath + Rohit Saraf: High-speed luxury cargo chase through Mumbai's neon streets.

Zeenat Aman: Timeless and calculating, tracking guard routines from a vintage car in full glam.

Vir Das + Raja Kumari: Comic chaos in a warehouse — testing suction gloves and throwing an impromptu fashion show.

Shaleena Nathani: Leads a stylist squad with military precision, assigning zones and brand missions.

Kusha Kapila: Buried in credit cards, gleefully starting a fashion-finance revolution with villain-level joy.

South Bombay Icons: Real influential women add authenticity — casually navigating the heist with sharp style and quiet power.

The Fashion Heist in Motion

The team executes a series of stylish "crimes": intercepting shipments, staging diversions, hacking into digital systems.

The energy is chaotic, cinematic, and couture-fueled.

The Twist

As the gang prepares for the final break-in...

The doors of **Galleries Lafayette** swing open on their own.

A lone security guard steps out, flips the sign: "NOW OPEN", and nods politely

STRUCTURE AND FLOW

Confession Montage:

In intimate frames, each influencer shares stories from their past life of fashion indulgence. Emotions swing between pride and playful guilt, all laced with a touch of dark humour. The struggle feels real — and undeniably stylish.

The Black Letter Arrives:

A mysterious black envelope, embossed in gold, slips under doors across the city. An invitation no fashion devotee can resist.

The Heist Planning Montage:

Training sessions, disguise fittings, DIY gadget trials — all unfold in a series of stylish, slightly chaotic vignettes. Anarchic energy meets couture-level prep.

The Mission Begins:

The plan kicks into motion. Our characters embark on a series of hilarious, fashion-fuelled “crimes” — from hacking inventory systems to intercepting luxury shipments — all set against a backdrop of opulent Mumbai locations.

The Twist Reveal:

Just as they arrive to break into Galeries Lafayette... the doors glide open. They were always welcome. They just couldn't wait.

Closing Frame:

The ultimate reveal: GALERIES LAFAYETTE — NOW OPEN
A stylish wink to the chaos that led here.

MADE IN ITALY



INFLUENCER IDEAS

Our cast is a dynamic, eclectic blend of India's most iconic and contemporary personalities — a true reflection of Galeries Lafayette's philosophy of merging timeless legacy with modern vibrancy.

From legendary icons like Zeenat Aman to Gen-Z disruptors like Avanti Nagrath, each face adds a unique flavor to the world of The Fashion Heist.

This diverse ensemble captures the many facets of Indian fashion today — bold, unapologetic, stylish, and effortlessly unique.



ZEENAT AMAN

The poised obsessive (Old-world glamor)
802K followers



SHALEENA NATHANI

The planner (Tactical, stylish)
549 K followers



KUSHA KAPILA

The crazy one (Comic chaos)
4.2 M followers



ROHIT SARAF

The action hero (Boyish energy)
4.3 M followers



VIR DAS

The funny one (Accidental genius)
1.7 M followers



ANKUSH BAHUGUNA

The tech hacker (Quirky mastermind)
1.1 M followers



RAHUL KHANNA

The snake charmer (Suave spy)
217 K followers



AVANTI NAGRATH

The spoilt brat (High drama)
126 K followers



RAJA KUMARI

The sneaky one (Silent assassin energy)
1 M followers

influencer ideas

MODEL IDEAS

While the core cast features iconic personalities across generations, we're also incorporating top fashion models to elevate the campaign's visual impact.

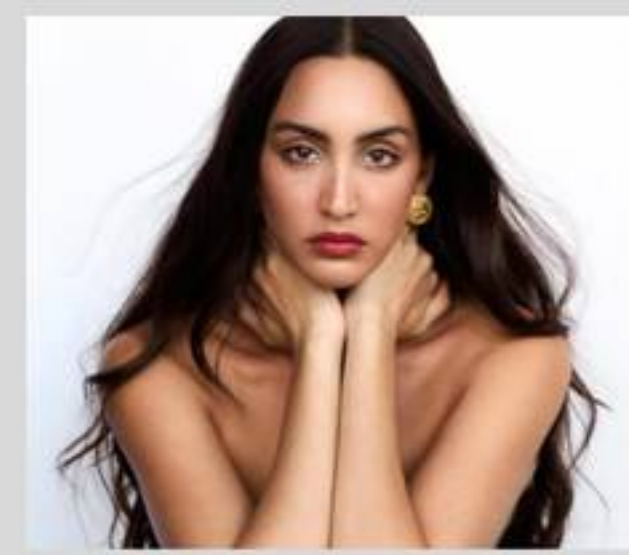
These models will inject heightened editorial energy, bold silhouettes, and a global runway flair — seamlessly blending cinematic storytelling with high-fashion imagery, perfectly aligned with the essence of Galeries Lafayette.



SUBHIKSHA KUMAR
170k followers



JOJO SINGH
11.5 K followers



AMY LILY
6,282 followers



JANTEE HAZARIKA
42.5 K followers



KAVYA TREHAN
66.2 K followers



MANSI
5,239 FOLLOWERS



NEIL VAREL
8,148 FOLLOWERS



ROSHNI
50.9 K FOLLOWERS



CAROL
161 K FOLLOWERS



ROSHNI KUMAR
37.3 K FOLLOWERS



ANUJ
3,765 FOLLOWERS



SUDHIR PADIYAR
38.7 K FOLLOWERS

model ideas

ADDITIONAL CAST IDEA

To ground the campaign in authenticity and aspiration, we aim to feature real-life South Bombay women who are deeply embedded in the worlds of fashion, luxury, and culture.

These are women whose style is both lived and influential — from art patrons and entrepreneurs to legacy tastemakers and next-gen icons. Their presence adds credibility, elegance, and a hyper-local resonance, making Galeries Lafayette's arrival feel personal, powerful, and unmistakably South Bombay.





VISUAL TONE & AESTHETICS

Aesthetic: High-fashion surrealism meets the symmetrical precision of Wes Anderson's world.

Production Design: A blend of GUCCI's luxurious campaigns, the opulent atmosphere of The Grand Budapest Hotel, and Bombay's vintage glamour — evoking a sense of timeless elegance.

Color Palette: Rich, decadent tones of deep plums, oxidized gold, emerald greens, ivory whites, and oxblood reds — creating an air of sophistication and mystery.

Textures: Sumptuous velvet, sleek marble, antique brass, and polished chrome — balancing old-world luxury with modern refinement.

Lighting: Dramatic, moody lighting with sharp spot highlights — perfect for those pivotal confessions, casting shadows that enhance the cinematic tension.



STEREO ☐

NOISE RED.:

NO.

MUSIC

60



APPROACH 2

APPROACH 1

APPROACH 2

A contemporary, progressive fashion forward track; consisting mostly of percussive elements that add to the chaos of the narrative and the bustle of the mumbai soundscape

An Indian spin on edith piaf to echo the OG brand ethos & add to the tongue and cheek flavour of the narrative.

THE SEQUENCES

THE CONFESSIONS

THE STYLIST ARMY

THE HACKER

THE MAXED OUT

THE HEIST

THE CLOSING SCENE

THE DRIVE-BY

THE GRAND OPENING

THE WAREHOUSE RAID

CALL TO ACTION



THE CONFESSIONS



A dimly lit row of vintage confession booths — with a twist. Each booth combines the sacred and the stylish: part-church, part-photo booth, draped with heavy velvet curtains and scattered with fashion magazines. Inside, one influencer at a time sits under a soft spotlight, facing an old-school camera embedded in the booth wall. The vibe: messy, emotional, and just a touch ridiculous — like a prom night photo booth, but for those guilty of fashion indulgence.



THE HACKER

Ankush Bahuguna: Surrounded by stacks of phones, tangled wires, and open coding windows, Ankush is in his element — a high-fashion hacker in his lair. His fingers fly over keyboards as he forges fake Galeries Lafayette entry passes, the printer spitting out elegant invitations almost indistinguishable from the real thing. On another screen, he's already inside Lafayette's online backend — rigging early access codes, bookmarking unreleased collections, and triggering secret alerts to the rest of the crew.



His vibe? Part rogue, part genius. A man who could build a bot to buy out an entire collection in 30 seconds, then snap a glam selfie moments later. He's not just pulling off a heist — he's masterminding a digital fashion coup, all with sly humor and effortless style.



THE HEIST

Avanti Nagrath + Rohit Saraf: Avanti and Rohit tear through the narrow alleys of Mumbai on a sleek retro black motorbike, the engine growling beneath the neon glow of the city. Wind in their hair, adrenaline in their veins, they chase down a luxury fashion cargo truck, laughing like two stylish outlaws straight out of a heist film.

As they finally board the moving truck, they rip open the crates mid-ride, pulling out designer jackets and tossing them on with wild, ecstatic joy — a glamorous, chaotic celebration of their irresistible return to fashion obsession.



THE DRIVE-BY

Zeenat Aman: Seated like a timeless queen in the backseat of a gleaming vintage car, Zeenat Aman watches the Lafayette store through dark sunglasses, calm and calculating. Every movement is deliberate — she pretends to be on a leisurely morning stroll, chic scarf fluttering in the breeze, while subtly timing the security guard rotations, plotting the perfect moment to strike. Her aura radiates pure elegance, masking a razor-sharp intellect — a queen poised to make her first move in the ultimate fashion takeover.





THE WAREHOUSE RAID

Vir Das + Raja Kumari: In a dimly lit godown, Vir Das tests vacuum suction gloves, attempting to stick to the wall like Spider-Man, only to end up dangling awkwardly with a goopy grin. Raja Kumari, effortlessly cool, turns the moment into a mini runway show, effortlessly rocking a Lafayette blazer and striking poses while Vir fumbles around. They tear into boxes, clothes flying everywhere. Vir quips, "If I stick to the wall long enough, do I get a discount?" Raja flashes a grin, showing off the jacket with confidence, "Only the bold get to wear this."

It's chaos, laughter, and fashion — all rolled into one unforgettable moment.





THE STYLIST'S ARMY

Inside a sleek, makeshift war room, whiteboards filled with floor plans, flowcharts, and strategy grids rise around Shaleena. Clipboard in hand, she commands her team of junior stylists with military precision: "Team Chanel — you're with me! Team Saint Laurent — you know your zones!"

Every brand section is mapped out, every move carefully calculated — she's not just shopping; she's orchestrating a full-scale fashion takeover.

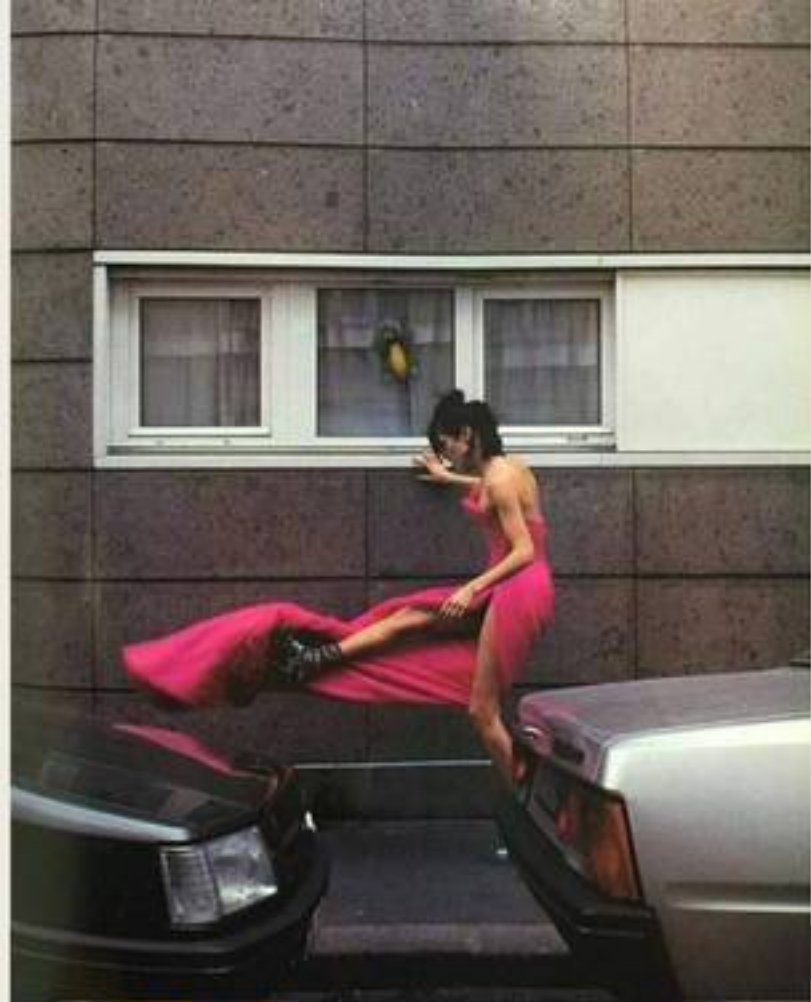


MAXED OUT

In a cluttered, brightly lit booth, Kusha is buried under a mountain of credit card approvals, laughing like a fashion mastermind on the loose. She maniacally applies for new bank accounts, her phone screens and papers flying around her as she dances to her own imaginary villainous soundtrack — pure, gleeful chaos in motion. For Kusha, this isn't shopping; it's an unstoppable, hilarious financial rebellion.

Every brand section is mapped, every move calculated — she's not just shopping; she's orchestrating a full-scale fashion takeover.





After the wild chase, the manic planning, and the chaotic heist, the doors of Galeries Lafayette finally open — not by force, but by fate. The camera sweeps through the store as the influencers and models, fully immersed in their fashion obsession, stroll in as if they've been waiting for this moment their entire lives.

They enter with confidence, glamour, and an unapologetic love for style. There are no more secrets, no more waiting — only pure, unfiltered indulgence.

Each one takes their place:

Some pause to admire the curated displays, relax at the spa, or savor the French bakes.

Others snap selfies with their newfound fashion treasures.

A few, like old friends, casually chat over the latest trends while flipping through the racks.



THE GRAND OPENING



CLOSING SCENE

Just as the gang prepares for the final breach, the heavy Galeries Lafayette doors suddenly swing open.

Alone, slightly puzzled security guard steps out, casually flips the sign from CLOSED to NOW OPEN, and gives them a polite nod.

The final shot:

Galeries Lafayette — NOW OPEN.





CALL TO ACTION

"THEY DIDN'T JUST SHOP. THEY
STAGED A HEIST. AND YOU'RE INVITED
TOO. LAFAYETTE — NOW OPEN."

INITIAL THOUGHTS

PRINT



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LET'S WORK

together

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