



Farah Khan might be donning many hats, but with her treasured clothes story, Ariel brings to light an emotional side of her personality

Being a mother of three, a filmmaker, a choreographer par excellence, and now, even an actor, is not easy. But supermom Farah Khan manages it all with aplomb.

Farah Khan has donned many hats but the one thing that makes her heart fill with pride is motherhood and playing mommy to her kids- Diva, Anya and Czar.

The celebrity was recently seen attending an event for Ariel where the very talented Farah revealed another side of her personality by narrating the story of her treasured garments. She was quoted saying, “All the other professions that I have been a part of are the mediums of earning a livelihood for me. I off course enjoy every bit of it, but motherhood is a role which I adore & am sure every woman will share the same feeling. I have been blessed with three lovely kids & I still can’t forget their 1st Birthday celebration & the outfits each one of them wore on that day. The garments were selected by both me & Shirish & since it was their first birthday, we had put in great efforts to get the perfect clothes for them. I have still kept them with me & will cherish them for the rest of my life till they grow up. With Ariel by my side, am sure my treasured garments & my fond memories will stay intact & shining like new.”

As per a survey done by A C Nielsen in key metros among women, this fact came to life that how each one of us has one special garment in our cupboard, which we treasure due to various emotional reasons. However the fear of it losing its shine & getting it soiled restricts us from wearing it often.

P&G’s Home care product, Ariel, which has always been a pioneer in the laundry industry, has recently concluded their campaign, ‘My Story, My Ariel. This campaign was aimed at evoking people’s emotional bond with their favorite garments.

This has been one of the best ever engagements for Ariel in both quantity and quality on Digital, PR & IVR platforms. The campaign received an overwhelming response from the consumers who through various platforms shared their treasured garment stories. We have received almost 2.2 lakh stories till date & numbers are still growing.

Earlier inspired by this initiative our own “Jassi”, Mona Singh shared her story and pulled out one of her favorite dress, a blue gown that reminds her of her college days. This was the same gown that helped her win the first title in her College Fashion Show. So, she decided

to meet Manish Malhotra, Ariel influencer to take tips on how to contemporarize her gown & preserve it for a longer time.

Manish Malhotra has been endorsing Ariel for many years now & vows by the efficacy of the product and counts on it to keep clothes shinning like new for a long time. Manish was quoted saying, "I have seen the proof of performance right in front of my eyes when I visited Beijing Ariel Research Centre with Ariel team. After coming back I had to leave for an important event & had to carry my Favorite black jacket along but couldn't get it dry-cleaned because of lack of time. I decided to see the proof of performance myself & asked my staff to wash it with Ariel & believe me I was overwhelmed to see the results."

Even the gorgeous Bollywood actress Chitragada Singh couldn't keep herself away after hearing about the unique concept of this campaign & revealed her treasured garment story. She was quoted saying, "I have always aspired to be an actress, but it was my treasured sari which turned the fortune for me and got me here in Bollywood & made me what I am today. If not for my treasured sari I would have been a Nutritionist. I still remember the day when I auditioned for my first movie & I chose to wear this sari. It's from that day, that I have treasured it & Ariel helps me keep it shining like new.

Ariel's breakthrough technology helps you wear your treasured clothes over and over again & keep your treasured garment story alive. Pull out your treasured garments from your wardrobes & wear them often. Keep your worries aside of these garments getting stained or looking dull, as Ariel will keep them shining like new & your fond garment memories alive.

Do share your Treasured garment story with us on Ariel India Facebook page.

<http://www.facebook.com/arielshineliknew>

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