



Manish Malhotra encourages women to wear their treasured garments & keep them shining like new with Ariel

Each one of us has one such special garment in our cupboard that is either our lucky garment, or our most complimented garment or may be a garment which holds a very special memory. However we hesitate to wear it more often in the fear of soiling or staining it.

Ariel from the house of Procter & Gamble Home Products Limited has launched an initiative which is aimed at evoking people's emotional bond with their favorite garments that they treasure more than anything & go to a great extent to make sure it always keeps shining like new.

Inspired by this initiative our own "Jassi", Mona Singh pulled out one of her favorite dress, a blue gown that reminds her of her college days. This is the same gown that helped her win the first title in her College Fashion Show. Mona treasures that gown as it was gifted to her by her dad, a day prior to the pageant when she had lost all hopes of being able to be a part of it.

Mona loves her gown but was not sure of how to make it look trendy & wear it more often. So, she decided to meet Manish Malhotra, Ariel influencer to take tips on how to contemporarize her gown & preserve it for a longer time.

Mona was excited & said, " Manish gave an all new trendy look to my gown & I was amazed on seeing how easily I could make my gown look fashionable & the fact that I can now wear it more often."

Manish Malhotra has been endorsing Ariel for many years now & vows by the efficacy of the product and counts on it 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."

This campaign has also been getting an excellent response through IVR where consumers are required to just call in and share their stories. We have received 30, 000 stories so far & stories are constantly pouring in.

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