



#Advertising » #True blue #Sachin Tendulkar #I-AM #branding #Arvind Fashion Brands
#Account Movement

I-AM bags Arvind Fashion Brands' True Blue's branding mandate

True Blue is endorsed by The Little Master Sachin Tendulkar

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Image credit: Thinkstock

Multi-discipline branding and interior design agency I-AM, has won the integrated branding mandate of Arvind Fashion Brands. The win comes after a multi agency pitch.

Arvind Fashion Brands has recently partnered with Master Blaster Sachin Tendulkar to launch a premium men's wear apparel and accessories brand called 'True Blue'. The agency's main mandate is to create a strategic positioning and brand identity for 'True Blue', besides being responsible for creating the in-store visual language and leveraging the customer journey to design the offline True Blue store.

The first 'True Blue' outlet conceptualized by I-AM will come up in Mumbai, in May 2016. The brand plans to launch around 25-30 stores across India in the next five

years.

Rajiv Mehta, CEO, Arvind Fashion Brands said, "We have partnered with Sachin Tendulkar to launch True Blue, a premium fashion brand with a distinctive positioning in its segment. I-AM's demonstrated a unique approach, processes, tools and strategic thinking on the brand which I am confident will make an impact in the market."

Added Brian Pinto, country head at I-AM, "Our aim is to create distinctive brand and an aspirational new way to shop for apparel which provides inspiration and empowers consumers with style and knowledge. As part of the process, we must ensure a systematic and seamless brand experience for the shopper. Due to our excellent global credentials, past portfolio of innovative design work, Arvind Fashion Brands has entrusted us with launching their foray into premium men's wear with True Blue for which we are very excited. Working with the True Blue team to define the brand positioning and create this new experience has been a great collaboration, and we hope the consumers enjoy experiencing it as much as we have enjoyed creating it."

The apparel range designed by Tendulkar will showcase 300 styles and is priced from Rs 1,199 onwards.

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