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# Lee Cooper Masters of Denim

CATEGORY: Branded Content Campaign

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**Is an  
EVERYTHING-FASHION  
retailer**

**Over the years,  
they expanded into various  
categories: from apparel to  
footwear and accessories.**

# Distancing from their legacy as the original British Denim brand



**02**

# **The Task**

**Assert Lee Cooper's legacy  
in Denim by creating an  
emotional association of the  
brand's mastery in the  
consumer's mind**





**03**

# **The Idea**



We connected the brand's objective and the content idea with one word: **Mastery**.

This led to the creation of,

**Lee Cooper**  
SINCE 1908

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**MASTERS**  
**OF**  
**DENIM**

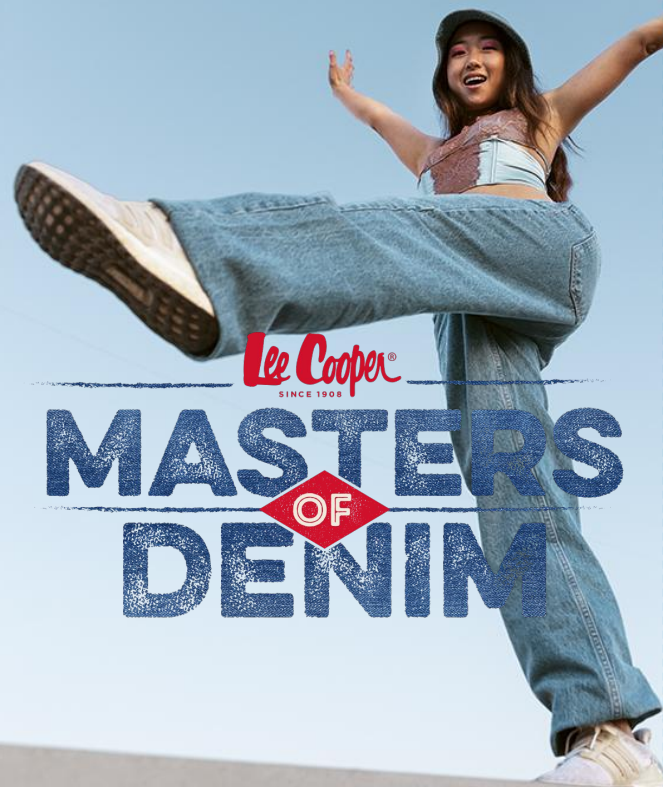
**Season 5**

A branded IP in the form of a 6-episode interview series





Like Lee Cooper is a master in denim, we identified influential young talents from the creative industry who are also masters in their craft and have an interesting story to tell about their success



In collaboration with leading influencers, we not only delivered entertainment but orchestrated a powerful brand symphony, making every interaction a resounding statement of denim excellence



# The Execution

Guided by the charismatic fashion influencer Anushka Mitra, the series unfolded as a delightful fusion of a chat show blended with entertaining styling challenges.

# Our Masters



Mohnish Doultani  
(Travel Influencer)



Adit Minocha  
(Digital Creator)



Palak Tiwari  
(Actor)



Rohit Ashra  
(Social media  
Actor)



Shilpa Rao  
(Playback Singer)

# The Execution

Featuring candid and engaging conversations  
circling life, fashion, success and beyond.

**04**

**Results?**

# Social Media

**Reach**

**11M**

**Views**

**7.8M**

**Engagement**

**1.1M**



# Business Impact

Lee Cooper achieved a significant milestone by selling **1.5M** garments from Jan-Mar 2023, reflecting a remarkable **28%** growth.