

aLL – The Plus Size Store launches new campaign to celebrate plus size people

March 2018: aLL: The Plus Size Store launched its campaign – *What’s your Plus Point* this week. The campaign focuses on the various ‘plus points’ on being a plus size person and aims to shed the negativity associated with it.

As part of the campaign, aLL has launched its first ever TVC conceptualised by Marching Ants. Produced by Film Republic India and directed by Sainath Choudhury, the TVC draws from the insight of the various ‘plus points’ of being a plus size person. aLL, for the first time ever, has come up with a TVC that celebrates plus size and all the best points attached to it.

In the ad, various plus-sized people come forward to confidently celebrate the ‘plus-points’ of their lives. It gives an insight into the minds of such extremely positive people who are proud of their appearance, confident of their abilities and revel in the benefits that come with being plus sized. aLL – The Plus Size Store, partners the consumer’s confidence and attitude with it’s fashion offerings.

Talking about the campaign, Hetal Kotak, CEO, aLL, said, “aLL has been a pioneer in the Plus Size Fashion Industry. Despite huge demand, the category has never created real and relevant conversations with and about the consumers. We decided to celebrate our consumer’s confidence and style. Merely getting our audience to notice us wasn’t enough. Our challenge was to first change people’s perception & attitude towards plus size and then partner our consumer’s need to look stylish & fashionable.”

That’s where the agency stepped in. Joy Ghoshal, Director and Chief Creative Strategist, Marching Ants, said, “Our idea was to devise a head-on approach that showcased the plus points of being plus-sized; which aren’t just physical, but also a confident state-of-mind. The idea was to depict our audiences with a positive and confident persona that reflects in their life choices because we see them as our ambassadors.

The TVC will be played across Genres like GEC, News, English Entertainment & Movies along with a few regional channels. It will also be played during the upcoming IPL match telecasts.

About aLL- The Plus Size Store

aLL: The Plus Size Store is a fashion forward apparel brand established in 2005 to solely cater to the plus sized audience in India. aLL's range includes formal, ethnic, party and casual wear for both, men and women. With various sizes to choose from, aLL gives you every reason to be what you are and the freedom to choose what you want to be. The brand houses everything from western to ethnic wear and accessories with 68 standalone stores and shop-in-shops at Central located across 33 cities across India.



For further information, follow aLL – the plus size store on:
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