

Branding that's in your face, literally

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AS WITH MANY new normals, which we are getting used to, the ubiquitous masks are being seen as more than just face protectors. Several fashion houses have turned them into accessories, while brands are using them as branding tools. After all, nothing could be more in your face!

Replacing the typical caps and T-shirts, masks today are powerful billboards for brand logos. From global names like Disney, Nike, Louis Phillipe, Tommy Hilfiger, Wildcraft, Puma, Adidas, Banana Republic, Outdoor Voices, to local brands stamping masks with their logos, it's branding at its most blatant. Not only clothing brands, but sports leagues like Major League Soccer, National Hockey League, and mass media companies like Warner Bros have their own branded masks. Bright masks by Disney and Old Navy

LABEL PLAYING



- Masks are the latest branding tools. From Disney, Nike to local brands, all want their logos on them
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are a hit globally, with stylish and fun colours. Disney's masks, favourites among children and teens, feature its characters like Baby Yoda, Elsa, Mickey and Minnie Mouse, the Avengers, etc.

Back in India, a trip to Mumbai's EsselWorld will also ensure themed masks for each of its parks. Paresh Mishra, senior vice-president, sales & marketing, EsselWorld Leisure, a Mumbai-

based amusement and leisure park, says, "We have masks for EsselWorld, Water Kingdom and EsselWorld Bird Park, which have been designed by our internal creative teams." He adds that

branded masks are an addition to their other merchandise like t-shirts and caps. "Masks are a necessity these days and since they are worn on the face, they have more visibility."

Skincare brand Skinella is offering free branded masks with a purchase worth Rs 400 or more. Says Dolly Kumar, founder & director of Cosmic Nutracos Solutions, Skinella's parent company, "Our masks reflect our product ethos of vibrant and colourful fruits. Since protective masks are a must, the brand is offering critical personal protection in a rendition that the new-age consumers would enjoy wearing as a distinct style statement."

Goa based Ninoshka Alvares E Delaney, owner of Ninoshka India, a fashion brand that sells through e-commerce website Etsy, says they are offering coordinating masks with their outfits.

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