

SCRIPT - SPACES

Spaces, the premium textile brand by Welspun is the go to place for trendy designs and thoughtful features in bed linen & bath products.

The brand was launched in 2004 to give home owners a high quality product to make their living comfortable. Since then, Spaces has grown exponentially with vast market visibility, product launches and media campaigns.

2018 marked a special year for us as we launched the super successful 'Whats your superpower' campaign on TV, Cinema, Print and Outdoor.

Rangana, launched the same year was a runaway hit.

During covid crisis, we reached millions of customers with our socially committed campaigns like 'Safespaces', 'Chief Style Office' and 'Healthy Life'. A wide range of anti-viral home textile products like bedsheets that protect body by neutralising microbes and viruses were developed. They worked very well in promoting healthy living and well being amongst our customers.

And this year, we are creating a new space - 'Fabric of Happy homes' with a number of new, integrated and impactful media campaigns

Big Outdoor campaign for Healthy Life with 120+ sites is already live.

And on the cards is the launch of our latest product 'India's first Air Purifying Bedsheets' along with the second season of 'Chief Style Officer' on digital platform with an expected reach of more than 1.5 crore customers.

This festival season, 'Spaces' will create more space - in the market and in the minds and hearts of more than 3.5 crore happy consumers!

Or

So turn on this festive season with Spaces as it touches the lives and hearts of more than 3.5 crore customers!