



KINGDOM OF

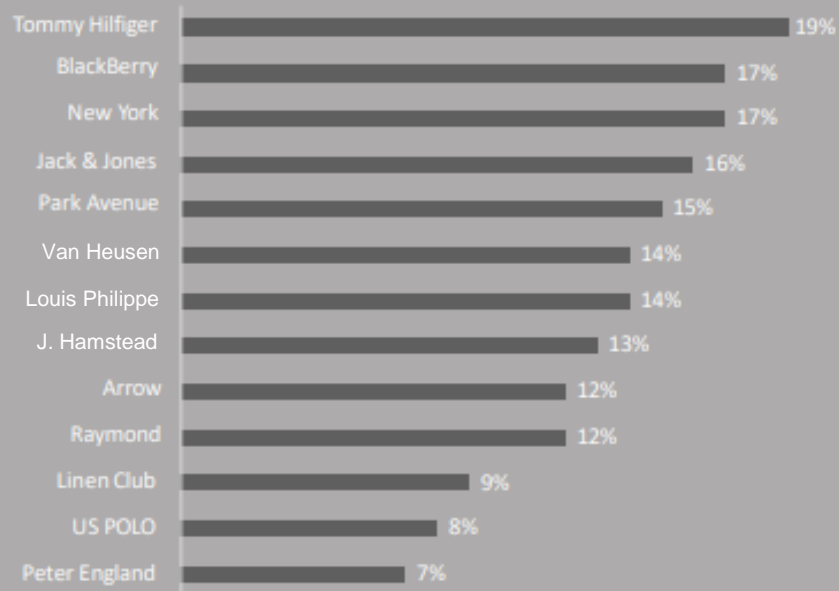
*white*

**Traditionally, white symbolizes power, formality, and elitism.**



**However, in today's digital age, its meaning has evolved. White represents the concept of freedom, fluidity, flow among the newer generation.**

### Share of White in Total Sales\*



For the  
*love of  
white*

Department Store & Online Data shows that share of White Shirts increases with the premium-ness of menswear brands.

Introducing



KINGDOM OF

*white*





## Our Inspiration

We're inspired by the dreamiest, most romanticised kind of white- you can call us the Moonchild.



KINGDOM OF

*white*

If there was no such thing as 'White Supremacy' up until, there will be now.

After all, we're a kingdom taking after the moon.

We promise to be as honest as white.

We promise that our cuts, styles and collections are as inclusive as white.

We want to be a brand so transparent and welcoming, just as white.

We are free, versatile, unapologetic and unafraid to own our truth, all like white.

We're so colourful as a brand because we are white.

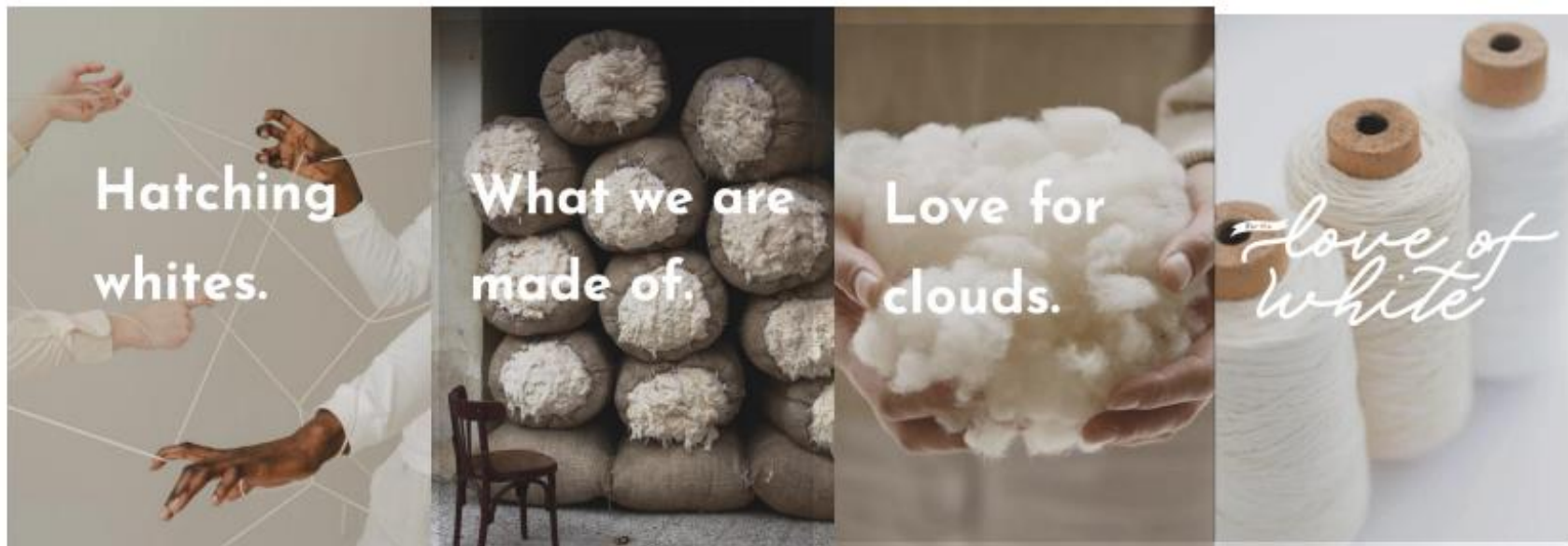
They say you can never go wrong with white. We couldn't agree more.

## BRAND DNA

We're inspired by the dreamiest, most romanticised kind of white- you can call us the Moonchild.



Our aim is to provide the must-have whites for every occasion with our flowy and fluid premium fabric.



# Over 60+ styles in multiple fits, fabrics and styles



Hoodies

INR 2799



Classics

INR 1499-1999



Kurtas

INR 1499 - 2799



Prints

INR 1499 - 2799



Bottoms

INR 1499-2499



Kurtas

INR 1499-1799



# Our Distribution Channel: Exclusive Stores



Garuda Mall, Bangalore

Cosmos Mall, Siliguri

Mani Square Mall, Kolkata

Lulu Mall, Lucknow

The Kopa Mall, Pune

Lulu Mall, Kochi

The Capital Mall, Mumbai

Hilite Mall - Kozhikode

# Our Distribution Channel: Website

Get Rs 2000 Off on a purchase of Rs 10000

Extra 5% Off on prepaid orders

Get Rs 1000 Off on a Purchase of Rs 6000



Refresh Your

# SUMMER LINEN

Starting at ₹2699

SHOP NOW



# Our Distribution Channel: Marketplace

amazon

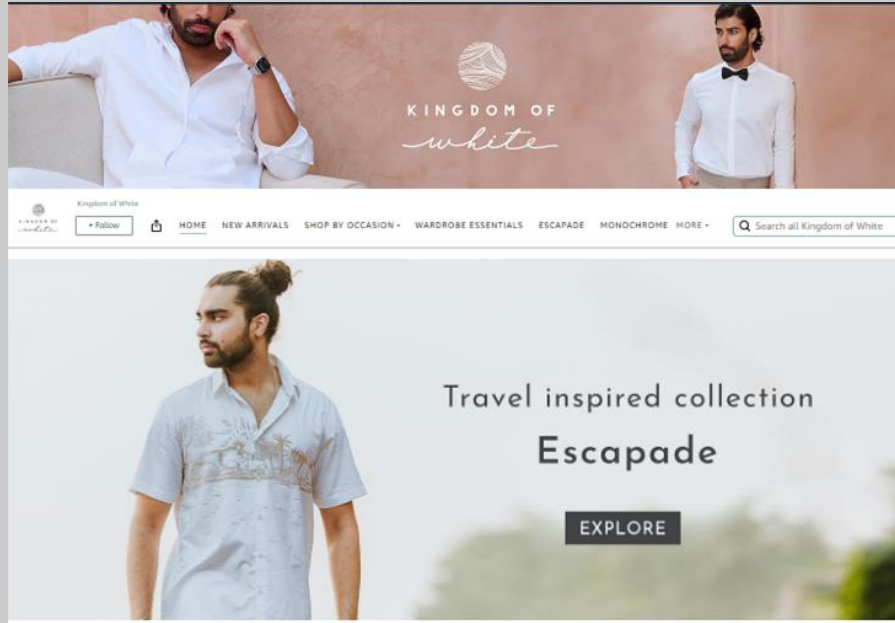


Myntra

AJIO

NYKAA  
FASHION

Flipkart



# Our communication

Becoming the brand that breaks the uni-dimensionality of white and reveals the spectrum of shades within it.

White shirts have belonged to a defined world of masculinity, purity, hierarchy - we want to break white shirts out of the boxes they are in and give them countless other tags.

## Bring it alive through our products

Kingdom of White is a brand that plays with white.

It does not treat white as a sacred colour that is only revered.

Instead, it interprets white styles playfully - whether its cuffs or collars, whether it's attaching hoodies to a kurta or a baseball cap in pristine white - we give white a personality not seen before.

## And across different channels

Owned channels: Social Media (Instagram, Facebook, Youtube) + Website + Stores

Paid channels: Newsletter + WA/ SMS + Push notifications + Meta/Google Ads + OOH + Influencers

Earned channels: PR + Influencers

## CELEBRITY SPOTTED IN KINGDOM OF WHITE:



ABHIMANYU DASANI



KIRAN RAJ



SIDDHANT SHAH



MOHIT HIRANANDANI

*Like we said, welcome to,*



KINGDOM OF  
*white*