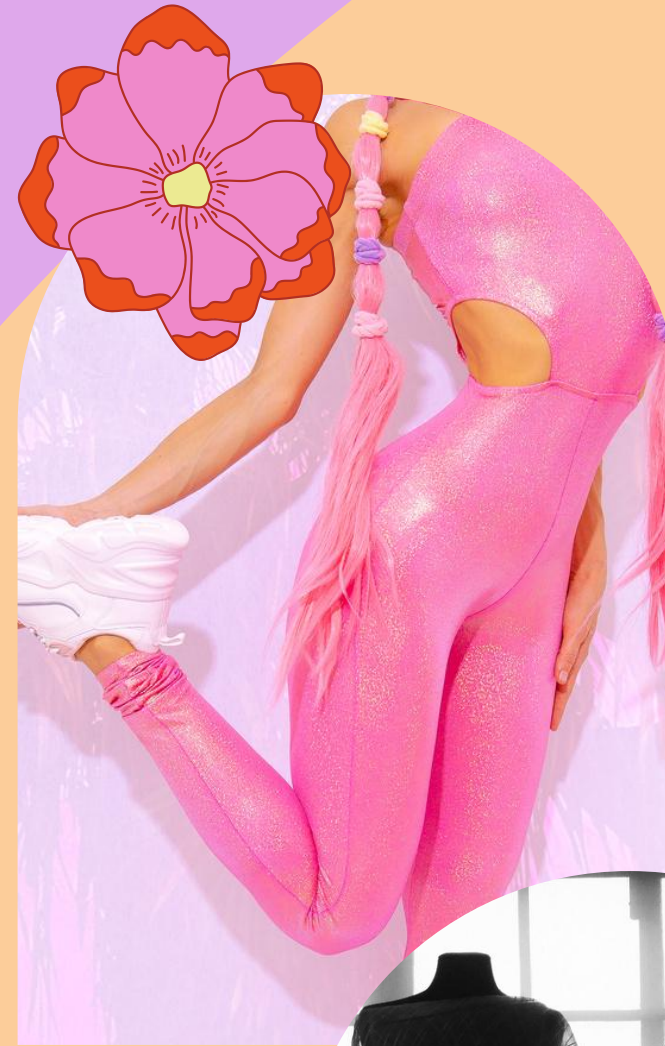




# A DEEP DIVE INTO MY WARDROBE

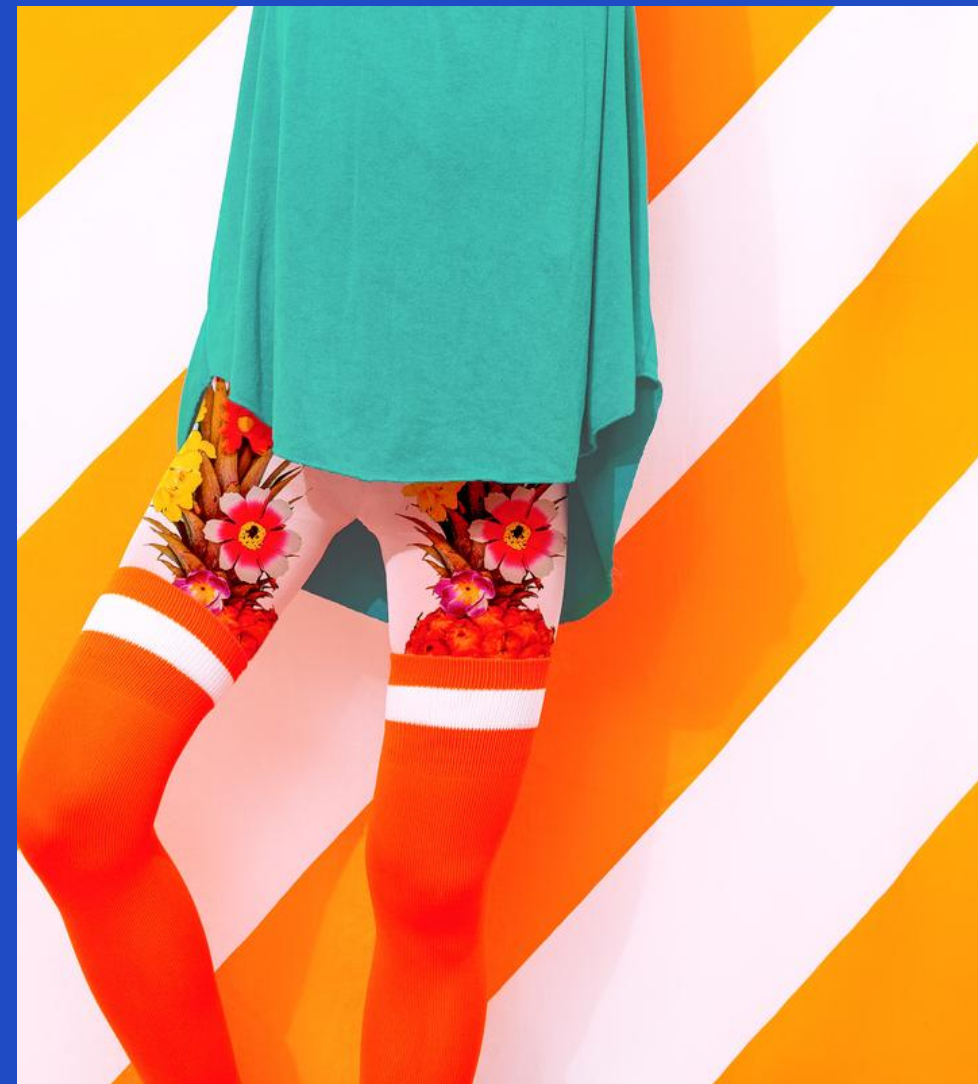


**A classic look for Mondays**



**I'M  
EXPERIMENTAL  
LIKE THAT**

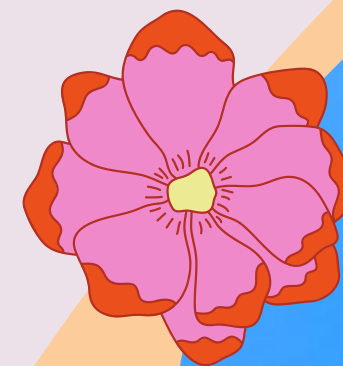
**Something more vibrant on a Tuesday**



**How about wearing party wear to work on  
Wednesday? No? Too out of place? Not for me!**



**AND THIS IS  
NOT  
LIMITED TO  
THE  
CLOTHES I  
WEAR**

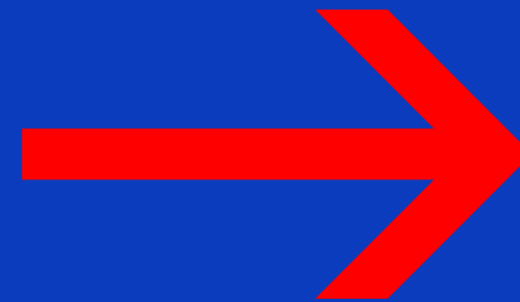




It's a life thing  
in general



Which is  
why



# I HAVE MULTIPLE HOBBIES



I'm a runner

A bellydancer



And I also learn aerial yoga

I've also learned from  
multiple people



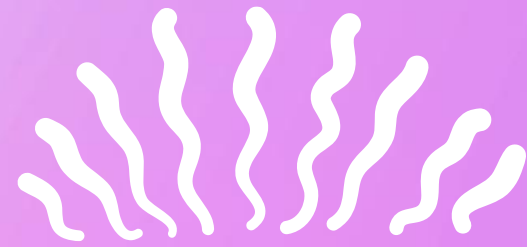
Scriptwriting with Shanty



Copywriting with Pranita



The CCC course at  
MICA



# AND WORKED IN MULTIPLE DOMAINS



Social media writing at  
SoCheers



Mainline writing at FCB Ulka



360 degree brand integrations  
at Radio Mirchi

**RESULTING  
IN SOME  
GREAT  
WORK LIKE**



# A BRIEF FOR A PEN THAT WORKS LIKE A PENCIL

**Idea: There are some bad memories or moments that you wish you could erase.**



Sometimes, you want the option to erase, just in case.



**When you get that drunk tattoo**



Inkredible Erasable Pens



**Seeing your ex's name written next to yours**



Inkredible Erasable Pens

# A BRIEF FOR A PEN THAT WORKS LIKE A PENCIL

**Idea: There are some bad memories or moments that you wish you could erase.**



**When you have questionable career choices**



**Inkredible Erasable Pens**



**When your teacher reads your love letter to the whole class**



**Inkredible Erasable Pens**

# KYLIE COSMETICS' LAUNCH IN MUMBAI

**Idea: What's one thing that's innately Mumbai and how do we connect it to makeup?**

**Answer: a natural lip stain!**

**Mumbaikars, add another  
lipshade to your cart!**



Now in Mumbai.

**KYLIE**

**Move over gola, Mumbai's got a  
new lipshade!**



Now kissing Mumbai's beaches.

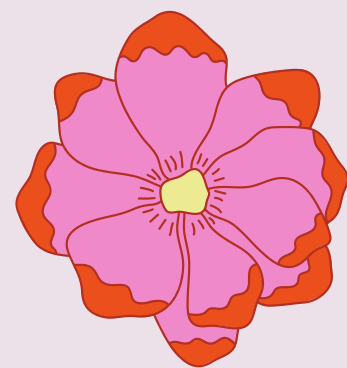
**KYLIE**

# A SELF FILMED PERFORMANCE MARKETING VIDEO FOR A DUSTBIN BRAND

**Idea: At the end of the day, whether anyone might know or not, we dispose and hide everything in the dustbin, making it privy to all our secrets.**



# AN EMAILER FOR INNOCENT SMOOTHIE



## \* ✨ WE'RE BUBBLING WITH ✨ \*

### EXCITEMENT

Because we're about to tell you why bubbles are the best! If you'd ask us to choose, of course bubble baths and bubble wrap secure top spot. But here's why we love bubbles in our drinks too:



They come with lemons, which float. You know, in case you're underwater.



It makes water seem interesting.



You don't need to buy a bubble machine separately.

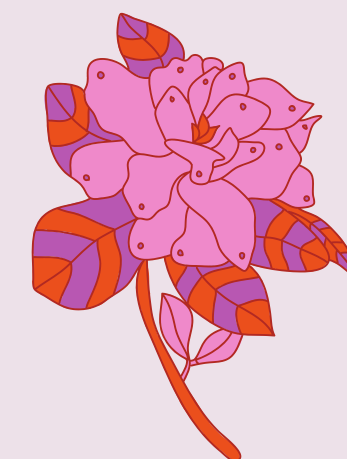


Free supply of Vitamin C.



You don't have to choose between juice and water.

Juicy water. With fruits. And bubbles. I'd be drinking that up in a minute.

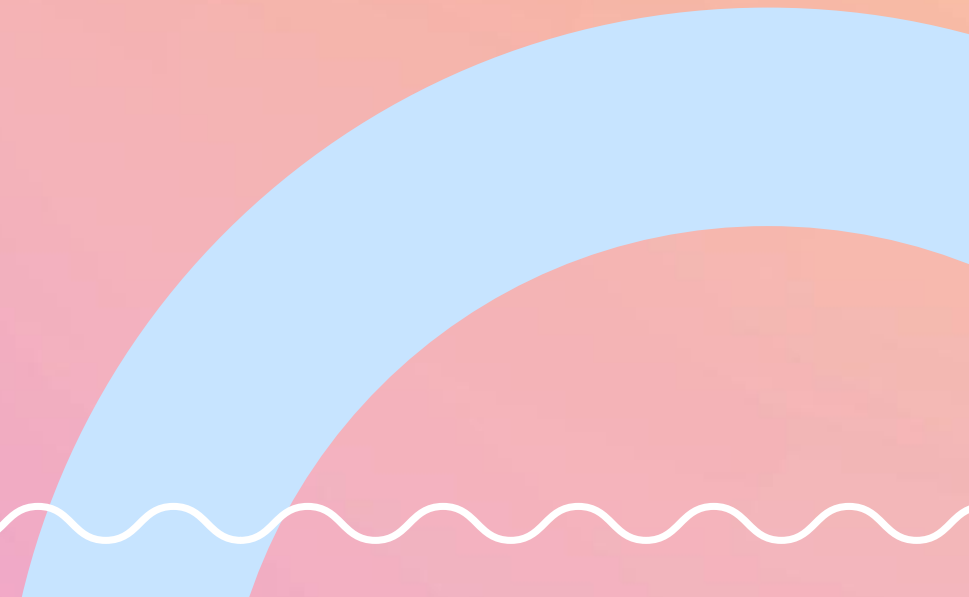


**AN AD FOR THE  
ECONOMIST IN THEIR  
ICONIC TONALITY**



Sky is the beginning

The  
Economist



## Woke up on the wrong side of the bed?

If this statement sparked instant irritation in you, maybe your bed IS to be blamed after all! Try the Sleepwell Pro-Nexa Foam Mattress whose smart recovery foam bends to your needs, so you don't have to.

There, we've now put this matter to rest. Pun very much intended.



 Sleepwell

## AND REWRITING SOME WORK FOR SLEEPWELL MATTRESS

**Insight: Less sleep can make you irritable**

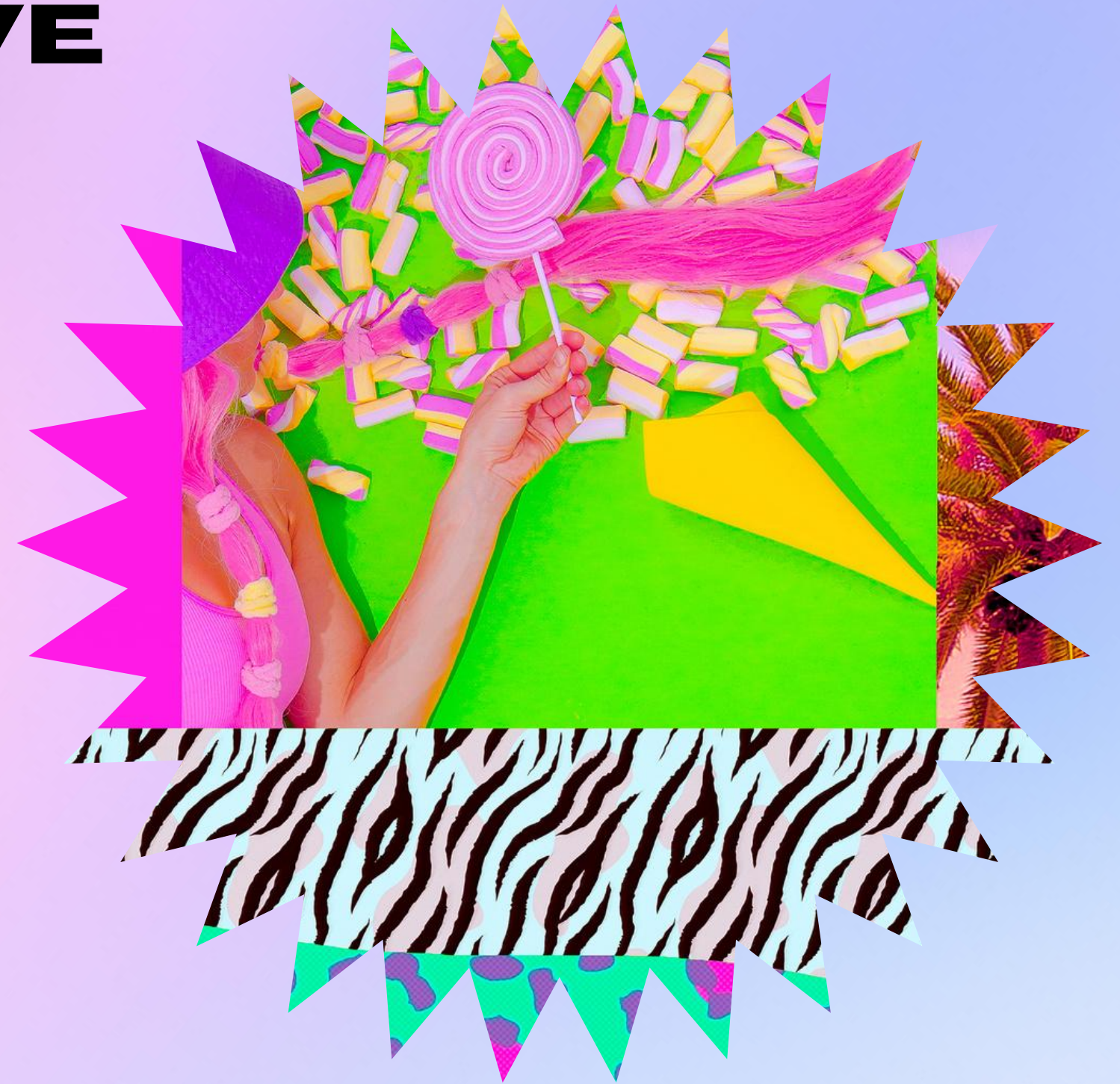


# HERE'S SOME OTHER INTERESTING WORK I'VE DONE

[Behance](#)

[Some unpublished work](#)

[MICA](#)



**COULD THIS KIND OF VERSATILITY HELP YOUR  
BRAND? LET'S TALK!**




**srishti.0428@gmail.com**



**+91 7738386321**



**[LinkedIn Profile](#)**



**THANK YOU FOR  
YOUR TIME!**