

Vent It Out!

Striking a chord with the youth of today, the edgy lifestyle brand - shazé - recently unveiled an innovative concept of the Venting Booth at their store in Mumbai. In-tune with the brand's strong movement against stereotyping and labelling, the booth encourages self-expression and allowing customers to vent out their deepest, darkest thoughts and frustrations.



Shazé, the edgy lifestyle brand, recently launched their innovative and unique store at Colaba, Mumbai, India. Measuring 215 sq ft, this small store has recently made a big impact by incorporating a first-of-its-kind Venting Booth for its customers. The booth allows people to videotape and record themselves venting out their deepest, darkest thoughts and frustrations. In keeping with the brand's philosophy of Self-Expression, as personified by #VentItOut, people of all ages are welcome to go anytime through the day and record their vents which will find expression through social media and radio-tie-ups and can be uploaded on their own social media handles. The first day saw hundreds of people venting out about issues like global warming, traffic woes, potholes on the streets, the high pricing of iPhone 7, poor cell-phone network connectivity and many more issues.

This new shazé outlet also boasts of a singular artistic façade constructed from over 600 most used/abused labels that people all over the world are subjected to, due to their size, shape, colour, mannerisms etc. Personifying a stance against this stereotyping, shazé aims to highlight this



issue of emotional bullying that people are subjected to, not just by strangers but also by their close friends and family and hopes to discourage people from such traumatic labelling.

Samrat Zaveri, the MD of Shazé shares, "This is not just a store. It is an embodiment of shazé's brand personality of being bold, edgy, impactful and relevant. It is intended as a place that empowers you to express your moods and sentiments through the world's first Venting Booth. I am overwhelmed by the response and soon other shazé stores too will offer the same venting option".

This booth was an instant hit, which saw a long line of people who stood in the sun to get an opportunity to #VentItOut who were egged on by the presence of Bollywood actor Rahul Khanna, joining them at the venue.

The #AgainstLabels Façade Mural of Shazé's Colaba store is a street-art mural that stands as a mirror to the youth's outrage due to this categorisation and labelling. It is expressed by the portrait of an anguished face constructed out of the labels that shazé boldly stands against, captured through the social media listening on the #AgainstLabels platform. Samrat, opines



"The mural epitomises a strong sense of individuality and different perspectives of self-expression. It is important for us to walk-the-talk of #AgainstLabels and this is our attempt to offer a window to express and sensitise the community against the plague, that is labelling."

According to the brand's philosophy, 'Self-Expression is the sacred word in shazé circles where every creation goes beyond the traditional beaten paths and conveys a story of its own. The gamut of luxury products that Shazé offers are not only striking and contemporary but exclusively crafted by artisans from across the world. It aims at offering its consumers a holistic

lifestyle with categories such as home décor, fashion jewelry, diverse accessories such as sunglasses, scarves, and numerous gifting options.

"Many brands attempt to break barriers but seldom does one manage to open the floodgates to a whole new direction and Shazé did exactly that - open a whole new direction in luxury gifting in India through the truly world-class offerings," opines Samrat. Apart from the new store at Colaba, shazé has 22 stores and SISs across Mumbai, Pune, Kolkata, Kochi, Hyderabad, Delhi, Gurgaon, Mangalore, Coimbatore, Vadodara.●

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