

ArtKlim × Onbeat Entertainment

How influencer-led storytelling transformed a luxury clutch brand into a must-have festive accessory



The Brand

Where Art Meets Modern Indian Fashion

ArtKlim is a premium handcrafted accessories brand specializing in contemporary and ethnic clutches that bring Indian art into modern fashion.

Each piece features hand-embellished, painted, and embroidered designs — curated specifically for weddings, festive celebrations, and premium events where style meets tradition.



Campaign Objectives



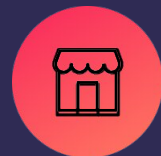
Build Visual Presence

Create strong online recognition through premium content that stops the scroll



Boost Brand Recall

Increase trust and memorability among fashion-forward women seeking luxury accessories



Drive Organic Sales

Generate authentic purchase inquiries through influencer styling without aggressive advertising



Position as Essential

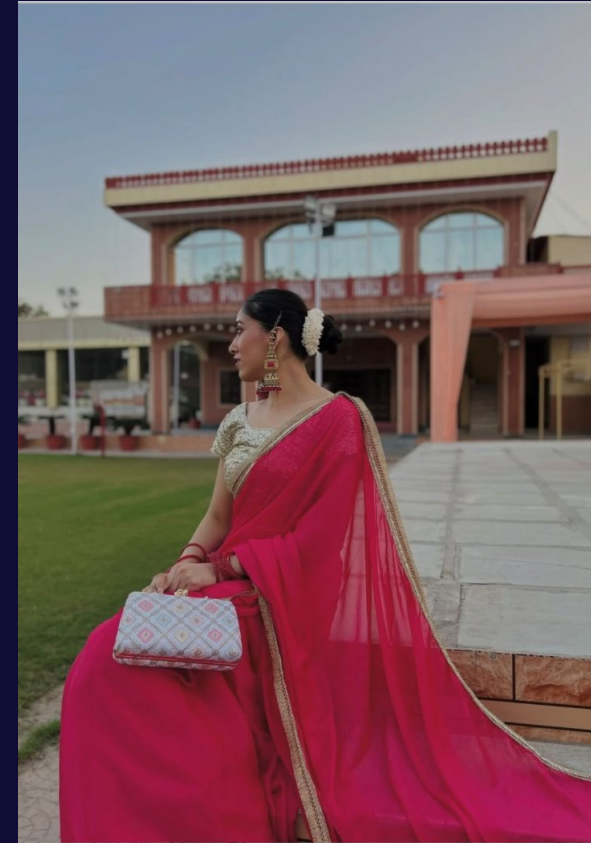
Establish clutches as the must-have finishing touch for Indian outfits

Strategic Approach

Festival & Wedding Styling Focus

Content Themes

- **Get Ready With Me (GRWM)** featuring ArtKlim clutches in transformation moments
- **Outfit styling** showing before-and-after with clutch reveals
- **Unboxing experiences** highlighting luxury packaging and craftsmanship
- **Detail close-ups** showcasing texture, embroidery, and metalwork



Styling Focus

- Ethnic sarees
- Indo-western fusion
- Evening party wear
- Bridal & bridesmaid looks

Influencer Profile

Female fashion & lifestyle creators with 2K–80K engaged followers passionate about Indian aesthetics and festive fashion

Target Markets

Tier-1 & Tier-2 wedding markets across Jaipur, Ahmedabad, Mumbai, Hyderabad, and Pune

Content Execution Breakdown

Content Type	Posts	Format Focus
Festive GRWM Reels	4	Full outfit + clutch reveal
Luxury Clutch Reviews	3	Detail shots + value emphasis
Styling Photoshoots	6	Saree/ethnic coordination
Unboxing Moments	2	Premium packaging reveal



"The clutch is not an accessory, it's the mood of your outfit."

Each creator highlighted the hand embroidery and metalwork, unique shapes like round and box designs, quality handle construction, premium finishing, and versatility with Indian outfits — building desire through authentic storytelling.

ARTKLIM
Black Bun
Women Clutch



Campaign Results

6X

Engagement
Increase
On ArtKlim's
Instagram profile

390K

Women Reached
Organically across
target markets

350+

Purchase
Inquiries
Via DMs in just 3
weeks



Sold-Out Products: The Red Round Clutch and Black Bun Clutch both achieved complete sellout status during the campaign period, demonstrating the power of authentic influencer storytelling.

Why This Campaign Succeeded



Luxury Without Ads

Created premium brand perception through organic content rather than paid advertising



Craftsmanship Focus

Showcased artisan details through close-ups and visual storytelling that honored the handiwork



Emotional Connection

Linked clutches to festive moments and special occasions that matter to the audience



Authentic Styling

Influencers wore clutches in real outfit contexts, building credibility and trust



Premium Aesthetics

High-quality visuals with elegant backgrounds elevated brand positioning

The Onbeat Entertainment Advantage

Services Delivered

Influencer Strategy

Precision targeting of fashion-forward audiences aligned with brand values

Styling Direction

High-end luxury representation through curated aesthetic guidelines

Production Guidance

Premium content outcomes without forced or overtly promotional messaging

Brand Positioning

Created distinct "Art-Luxury" category in the accessory market



Building Desirability Without Discounts

The ArtKlim campaign successfully built **brand desirability**, **trust**, and **organic conversions** without relying on discount-driven marketing tactics.

By aligning clutches with premium Indian fashion moments, ArtKlim is now firmly positioned as a luxury festive accessory brand that customers actively seek out.

Want Similar Results?

Let's create a premium visual journey for your brand.

Onbeat Entertainment Creators. Campaigns. Offline + Digital Brand Experiences.



Tell me why this clutch just turned my outfit into a whole mood.