

# Lakme

- It now lakme is used only female models to represent their advertisement. So change that to men. Brand ambassador is kareena kapur, with her saif ali khan should be add with her.
- In advertisement mens are will be shown buying lipstick, cream, eyeliner, for their wife and girlfriend or for their loved one and she will get impress too.
- Go to colleges to promote their product, how girls can use them and show the correct way of using the product. This would be done by mens only.
- Lakme is not providing home salon services we will add that. Person can call for an home service.
- Storyline- “ Start with a couple fighting with each other.  
The male offers a hamper of all likeables from lakme. The girl smiles and then door bell rings and he open the door  
A lakme professional enters with all kind of facilities like spa ,facial and other at home”