

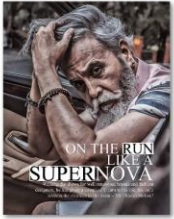
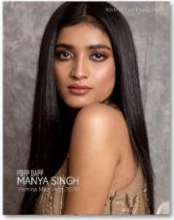
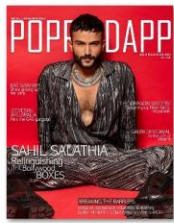
POPP DAPP

MEDIA KIT 2023-24

POPP DAPP



POPP DAPP





FASHION

POPP DAPP is a fashion portal & magazine trying to project a varied sense of understanding of the fashion world. When creativity is amalgamated with acumen, a blend is created that has both pace & sustenance. With this magazine they are trying to unveil different aspects of societal creations, experiences, certain not-so-regular people and red-hot fashion shelves.

A fashion literature which would not just be perceived a glam-trick, but a platform that is unnerving the hidden emotions & ideations of people. Creativity is always juvenile; art is always unimpeachable and style is always unquestionable.

POPP DAPP depicts transfix & charm, hereby promise to give the readers a 361st degree view towards topics & discussions.

POPP DAPP

TEAM

EDITOR

Anuja Mathur

FASHION EDITOR

Aman Mathur

BRANDING & MARKETING

HEAD

Sushmita Chatterjee

FASHION ASST.

Neha, Swati, Kunal, Sara &
Ahanah

STYLISTS

Sahil, Dominic & Priyank

ASST. CONTENT CREATOR

Pratyusha & Vanetya

FINIANCIAL

OFFICER

Ashok Kumar

PUBLISHER

Kushagra

OPERATIONS

MANAGER

Riya

ADVERTISING

& SALES

Kabir, Arpita & Karan

FASHION

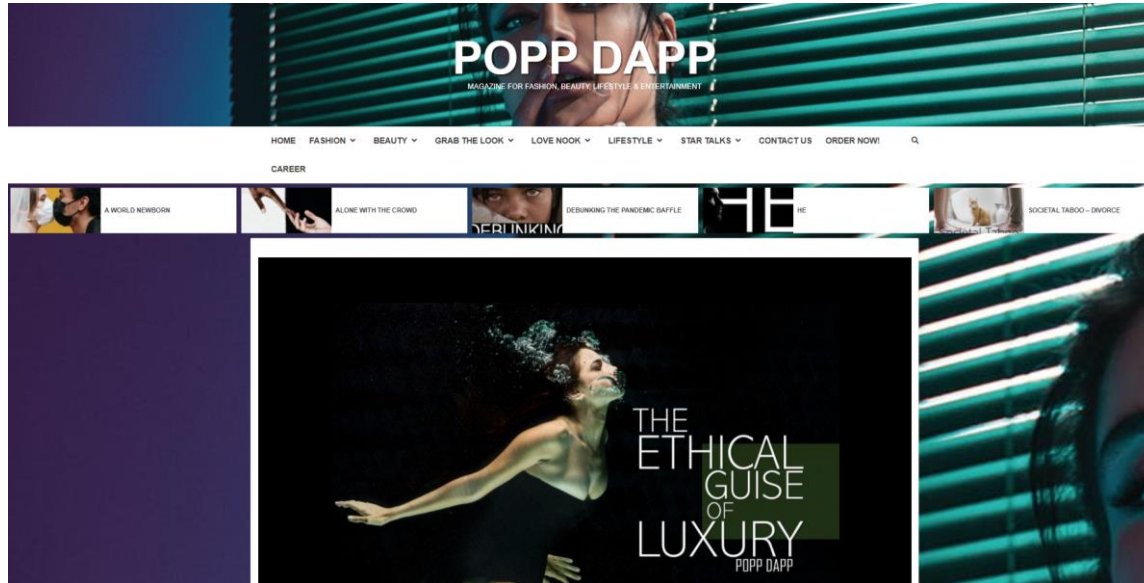
PRODUCTION

Maqsood, Mansoor &
Taufail



POPP DAPP

UNIVERSE



www.poppdapp.com



Print magazine



Popp Dapp social search

POPP DAPP



POPP DAPP

MARKET STATISTICS

PUBLISHING : Quarterly (Jan-Apr-Jul-Oct)

550K+ global readership

50K+ print distribution

1500+ stories featured

500+ brand stories

1M+ digital reach every month

AVERAGE AGE OF READER : 35

READERSHIP : 1,50,000 (Including online subscriptions)



EDITOR'S PROFILE

ANUJA MATHUR

I am the founder & Editor-In-Chief of Fashion & Lifestyle Magazine – Popp Dapp. I am an engineer and an MBA professional with almost a decade of work experience in branding & entrepreneurship. Since I am a 90s kid, I grew up at a time when the technological bandwagon was quite a slow pace and we had the luxury of acoustic sources of information. I envisioned Popp Dapp out of a sheer allure for fashion & fashion literature since my childhood.

Coming from an academically inclined family and not having a media or publication background, I had to learn the nuances by experiencing them. Having an engineering wit and management know-how has helped me a lot in bringing my vision into actuality.

There would not have been a better time to indulge in a business that is a perfect combination of digital and analog. Popp Dapp is a print magazine by heart, but has been equally sturdy digital footprint with digital features, podcasts, blogs, and vlogs. Just like 'swipe & select fatigue' amid Gen Z, 'digital ad fatigue' is another point that needs to be considered while getting into newer ways of advertising. A perfect amalgamation of paper & screen is the solution.

Thank you!

CREATIVE DIRECTOR

AMAN MATHUR

Hi, I am the Creative Director of Popp Dapp and head of the art, fashion, & beauty verticals of the magazine. Graduating from NIFT and having more than 15 years of robust experience in fashion, education & entrepreneurship, has given me a wider perspective on the industry.

Along with my team, I have always tried to cater to a larger audience and readers – by creating artistic and story-driven spreads. Since a magazine is a perfect medium for showcasing talents and artists, I've managed to give opportunities to aspiring photographers, stylists, and their teams.

Hoping to have innovativeness in issues coming ahead!

Thank you



POPP DAPP

BRANDS FEATURED

FASHION & LIFESTYLE

TREND|ABLE
WHERE YOUR DISABILITY IS NOT AN ACCESSORY

J E N N

Suta


DHORA


LIVING


JADE
MONICA & KARISHMA

431-88
SHWETA KAPUR


A2™

PROSOC


JOLGA.in


PBC


TERRAVIDA
GOA


ShaadiSaga

The Table

POPP DAPP

BRANDS FEATURED

MEDIA, ENTERTAINMENT, & PR



Gold Coast Films



POPP DAPP

BRANDS FEATURED

NGOs & NPOs



MEER FOUNDATION



CHHANY FOUNDATION



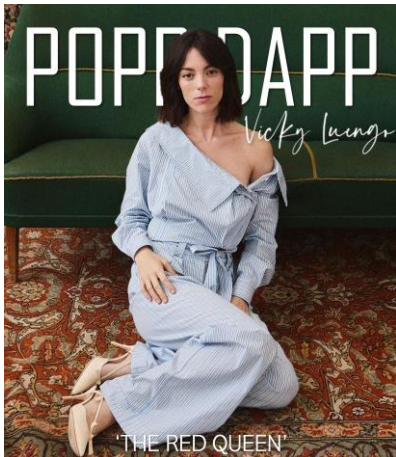
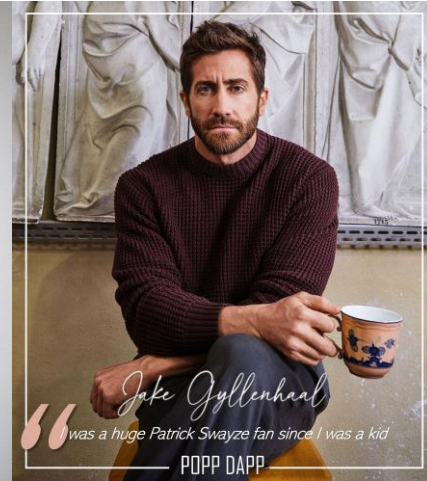
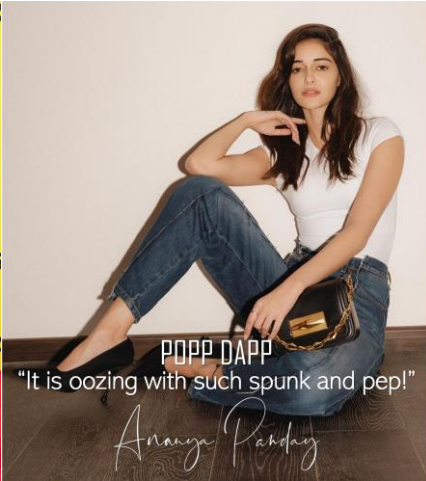
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COVERAGES



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RANBIR KAPOOR PROMOTES 'TU JHOOTI MAIN MAKKAR'



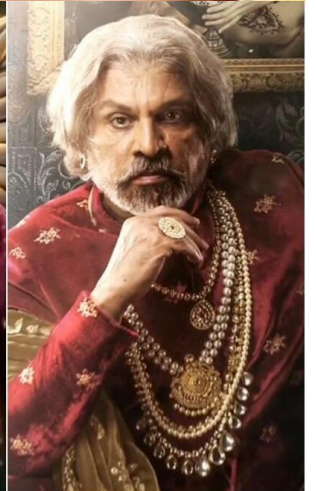
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SPLASH OF VENGEANCE – Story with Deepika Padukone



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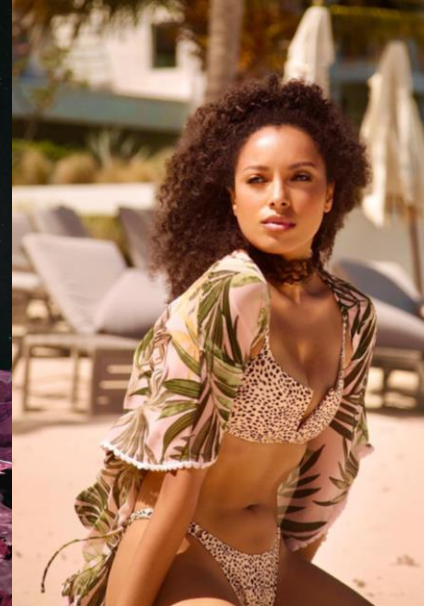
Story with Rani Shilpa Shinde and Polomi Das for *'Paurashpur'*



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Story with Kat Grahamn for 'Galactica'



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x

HALEY GOLD for her new single!



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A LEAGUE OF HER OWN with Niti Taylor



POPP DAPP

INTERNATIONAL FEATURES

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Camilla Dian



Alina Gross



Gina Badhen



Daniella DonDiego



Luke Storey



Nikki Starr



Tracy De Sa



Vanessa Calderon

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Kat Graham



The dragon sisters



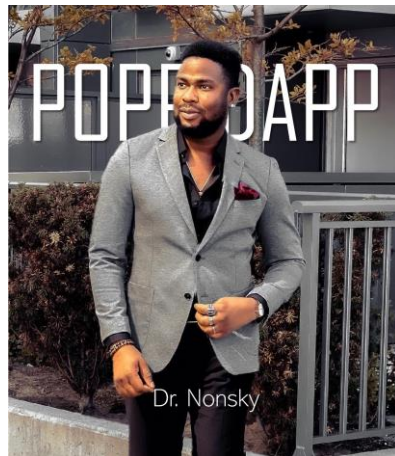
Kabir Sehgal



Caroline Labouchere



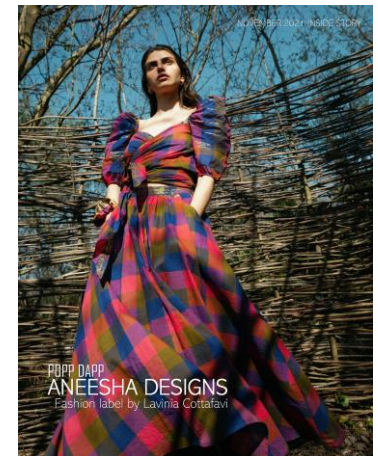
Ram Shergill



Dr. Nonsky



Elena Fernandes



Lavinia Cottafavi

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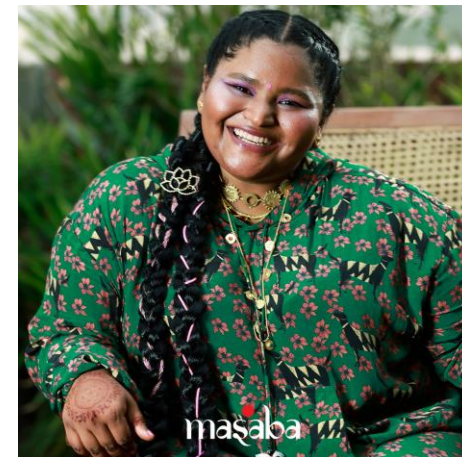
Elisabetta Bertolini



Cloe Wilder



Brighton Peachy



Sobia Ameen



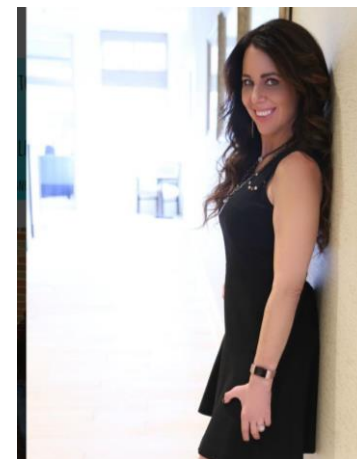
Madeline Rosene



Marry



James



Lainie Ishiba
POPP DAPP

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POPP DAPP X THE TIMES GROUP



**THE TIMES
GROUP**



SHEEBA CHADHA



SWAROOPA GHOSH



CHUM DARANG



RUHI SINGH



GAYATRI BHARDWAJ

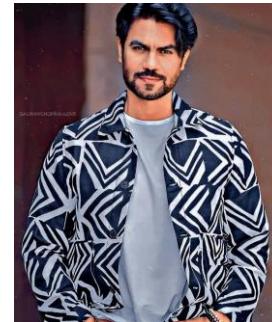


ANUSHKA LUHAR

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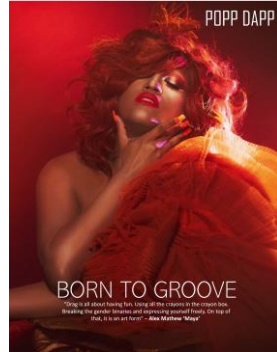
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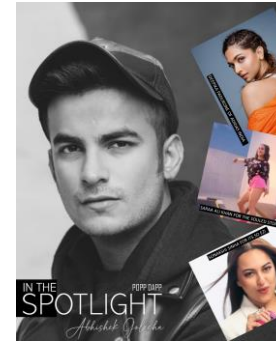
PARIDHI DHANUKA
FOUNDER OF INAYA ACCESSORIES



BORN TO GROOVE
On the all-India dance floor, taking all the cameras in the room.
Making the gender binary and proudly proud! On top of
POPP DAPP's list! — [www.Matthew.Wagner](#)



A SAVOURY RETREAT
WITH CONGLAM CEO & FOODWISER SHARDA



IN THE SPOTLIGHT
Adhishik Dhillon



A PLACE IN THE SUN
Chaiti Narula

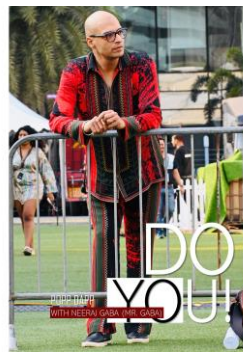


POPP DAPP
Bringing all our
contributors and
talents of making our
own. Neeta Kishore,
having others in
her knowledge of
graphics,
branding,
photography, etc.,
and recommending the
same with her
presence.

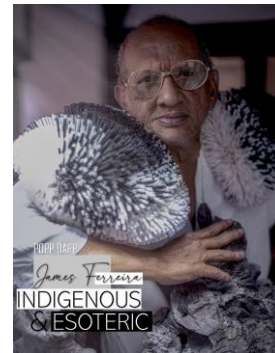
KEEPING IT CHIC



MECHANICS OF SELF
Chhaya Mhargade



DO YOU!
WITH NEERAJ GABA, BOB GARDI



INDIGENOUS & ESOTERIC
Jaas Ferreira



REMODELING LIFE!
WITH LUIS STORCK
A writer, metaphoric soul, and lifestyle design expert

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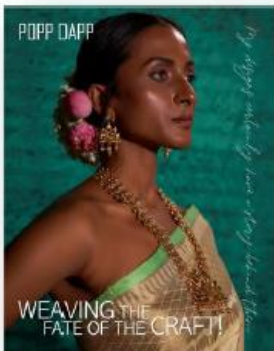
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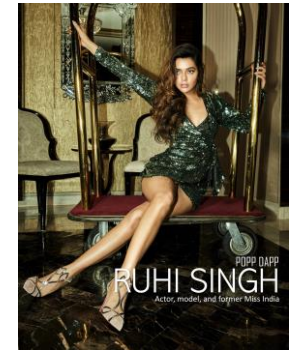
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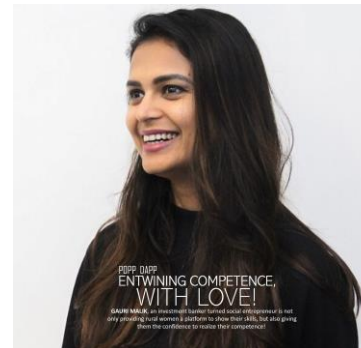
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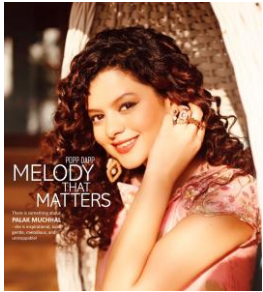
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Palak Muchhal



Priya Banerjee



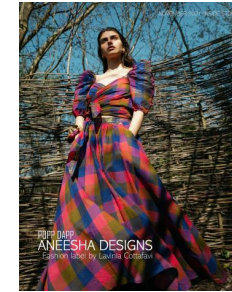
Jinita Sheth



Nathalia Kaur



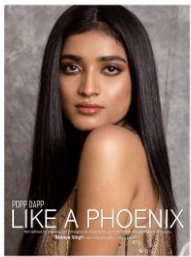
Archana Puri



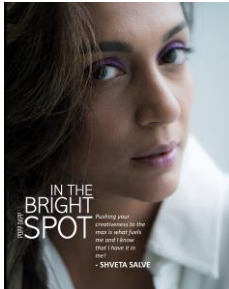
Lavinia Cottafavi



Samiksha Pednekar



Manya Singh



Shveta Salve



Madhurima Tuli



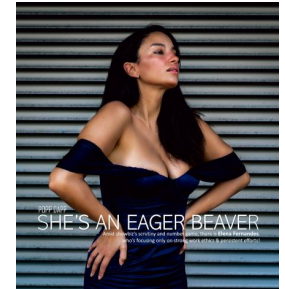
Mandana Karimi



Anushka Menon



Rohina Anand

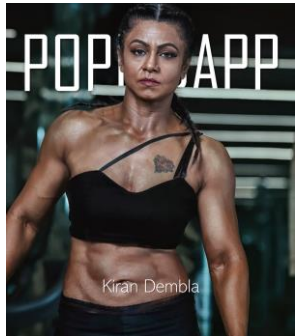


Elena Fernandes

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Caroline Labouchere



Avina Shah



Anjali Tatrari



Monica Shah



Ram Shergill



Veronica Vanij



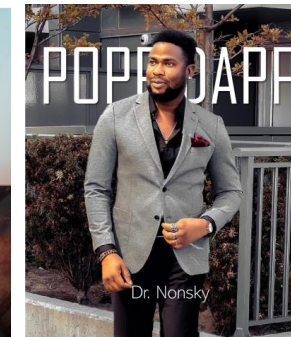
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Krissann Barretto



Pranati Rai



Dr. Nonsky



Malvi Malhotra

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Gauri Devidayal



Jeeveshu Ahluwalia



Kat Graham



Aishwarya Shridhar



Kabir Sehgal



The dragon sisters



Sobia Aseem



Sunil Menon

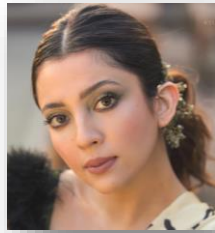
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Nikhil Chinapa
(Vj, Rj, Actor)



Barkha Singh
(Actor, content creator)



Rohit Roy
(Actor)



Alankrita Sahai
(Actor)



Cloe Wilder
(Singer)



Vishakha Rajani
(Myntra Fashion Superstar)



Harshit Srivastava
(Stylist, YRF)



Madeline Rosene
(Singer)



Sumedha
(Influencer)



Ranveer Brar
(Celebrity Chef)



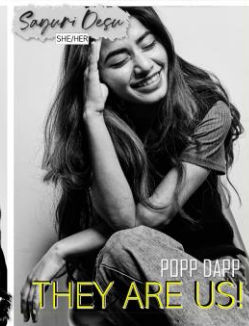
Tanaaz Irani
(Actress & life coach)



Aman Mathur
(Fashion designer & stylist)

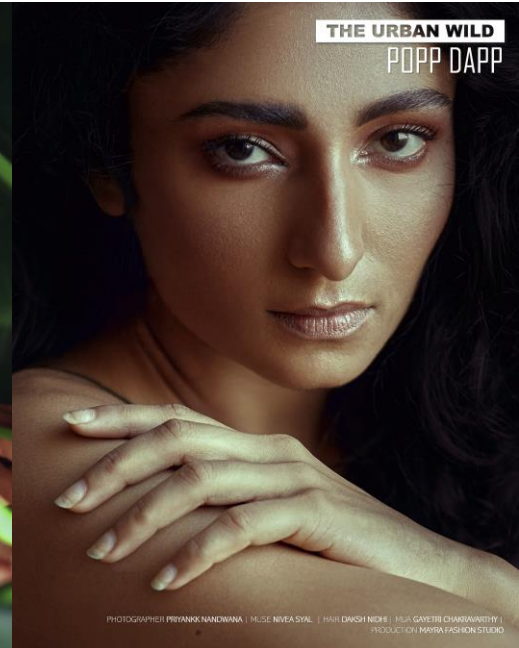
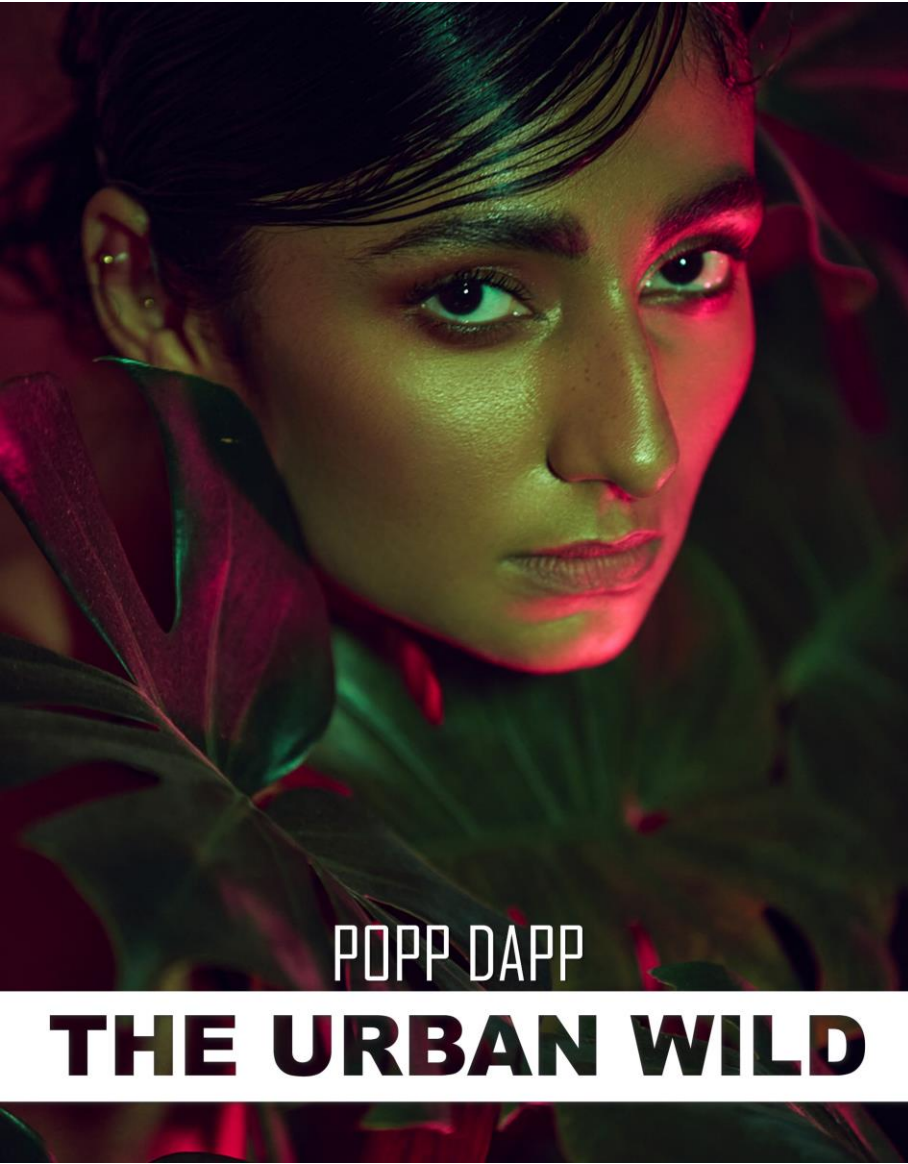
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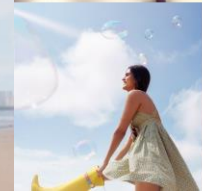
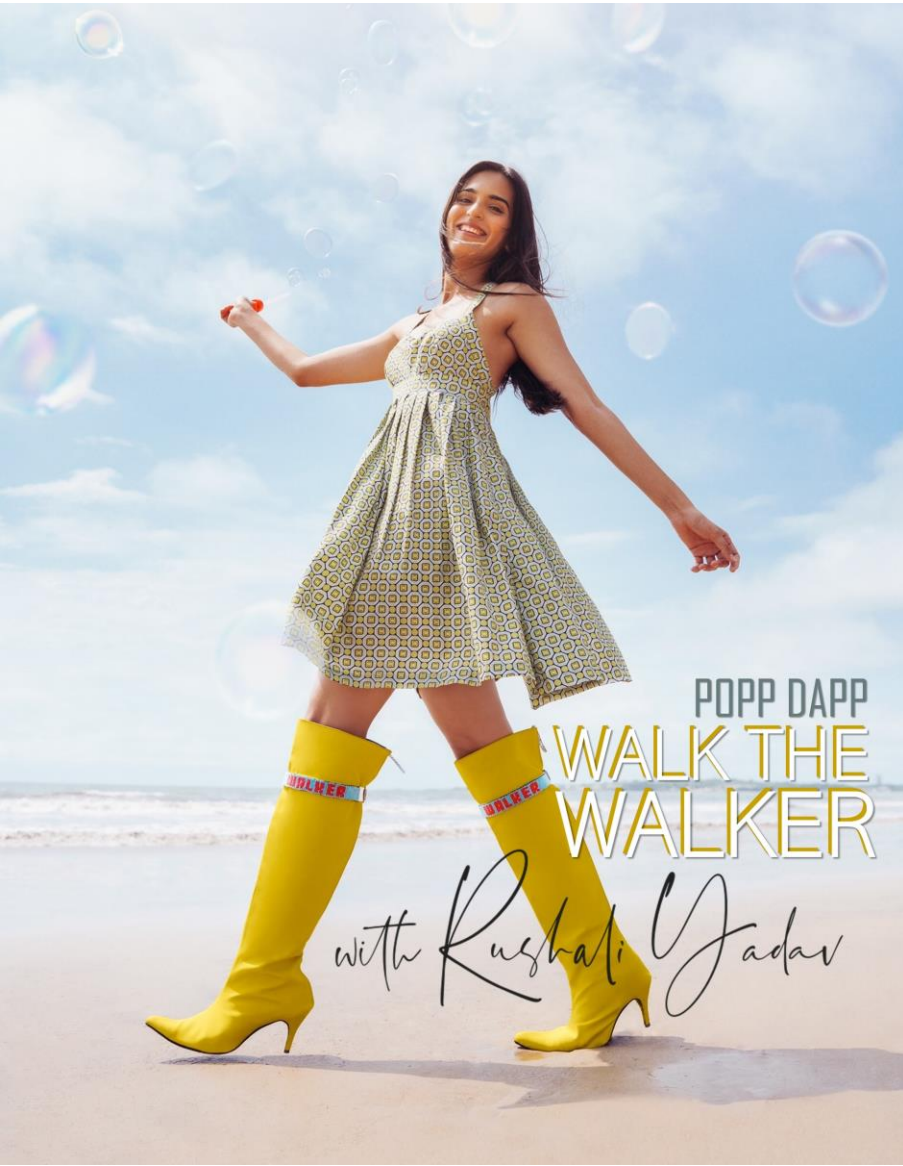
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IT'S ALL
IN THE
KOHL



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FASHION, BEAUTY, & EDITORIAL SPREADS

The series "Bandhe" elaborates an unseen story through the conventional history. This visual story telling of two individuals in an unrealistic and unloved sphere is to magnify the other side of the queer love stories of the past. This puts a light on the discreetness and relationships of the LGBT+ individuals of 70's India and urges to take a glance into the subtle realm of queer love, intimacy, expression and set the desired knots now.



'BANDHE'



PHOTOGRAPHER ANALI
TAWAR | CONCEPT
STYLING & DIRECTOR
BHARATH LUTHERA | MELISSA
BHARATH LUTHERA &
PRATIBHAR THAKUR |
HINA BHAWANA PRATAP

"Bandhe" embodies the realization and observance of the unloved heteronormative relationships in the 70s.

16 | www.poppdapp.com



PHOTOGRAPHER ANALI
TAWAR | CONCEPT
STYLING & DIRECTOR
BHARATH LUTHERA | MELISSA
BHARATH LUTHERA &
PRATIBHAR THAKUR |
HINA BHAWANA PRATAP

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PHOTOGRAPHER ANALI
TAWAR | CONCEPT
STYLING & DIRECTOR
BHARATH LUTHERA | MELISSA
BHARATH LUTHERA &
PRATIBHAR THAKUR |
HINA BHAWANA PRATAP



PHOTOGRAPHER ANALI
TAWAR | CONCEPT
STYLING & DIRECTOR
BHARATH LUTHERA | MELISSA
BHARATH LUTHERA &
PRATIBHAR THAKUR |
HINA BHAWANA PRATAP

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ART DIRECTION, CONCEPT, STYLED
& SHOT HARSHIT GUPTA | HAIR
OM SINGH | MAKEUP YOLCHA THAKUR
| LOCATION DELHI
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ART DIRECTION, CONCEPT, STYLED
& SHOT HARSHIT GUPTA | HAIR
OM SINGH | MAKEUP YOLCHA THAKUR
| LOCATION DELHI

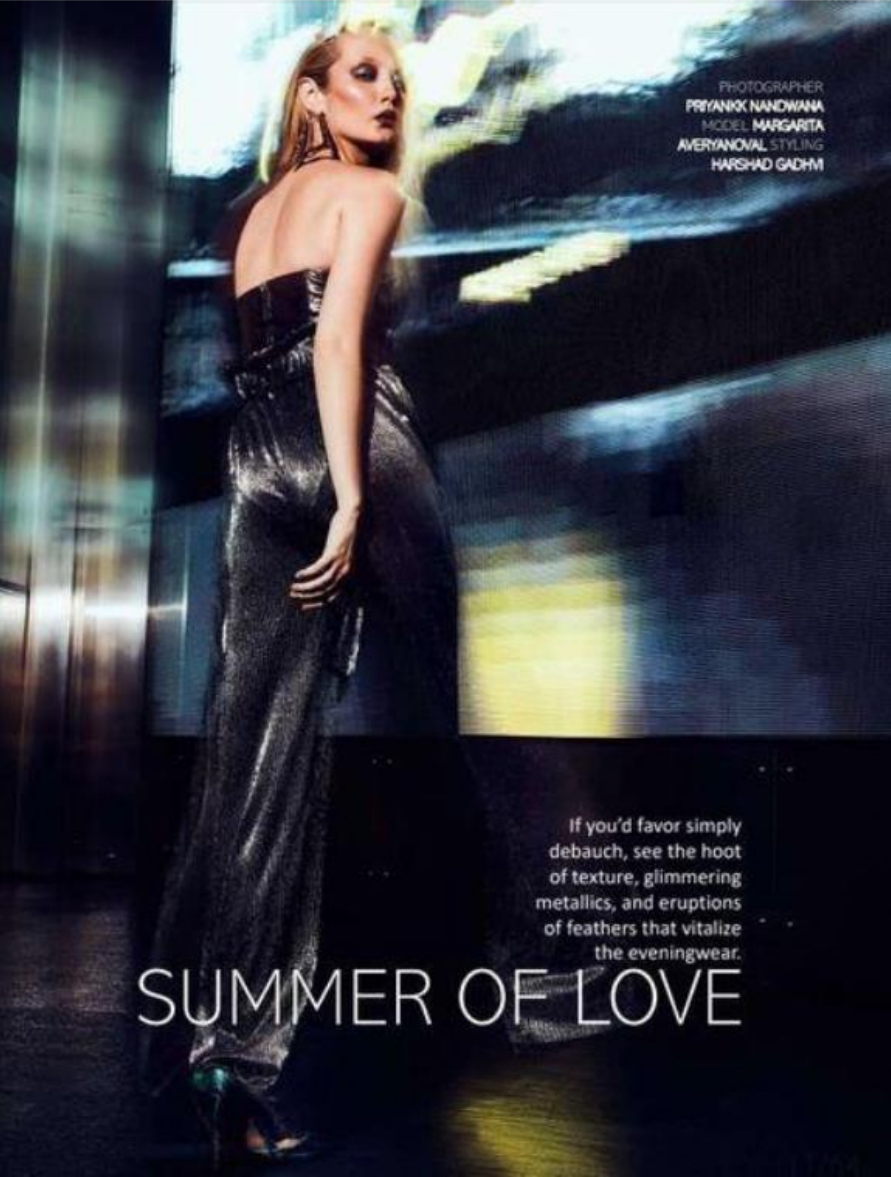


RUSTED
REVERIE

POPP DAPP

POPP DAPP

FASHION, BEAUTY, & EDITORIAL SPREADS



PHOTOGRAPHER
PRIYANK NANDWANA
MODEL MARGARITA
AVERYANOVA
STYLING
HARSHAD GADHI

If you'd favor simply
debauch, see the hoot
of texture, glimmering
metallics, and eruptions
of feathers that vitalize
the eveningwear.

SUMMER OF LOVE



PHOTOGRAPHER
PRIYANK NANDWANA
MODEL MARGARITA
AVERYANOVA
STYLING
HARSHAD GADHI



PHOTOGRAPHER
PRIYANK NANDWANA
MODEL MARGARITA
AVERYANOVA
STYLING
HARSHAD GADHI



PHOTOGRAPHER
PRIYANK NANDWANA
MODEL MARGARITA
AVERYANOVA
STYLING
HARSHAD GADHI

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FASHION, BEAUTY, & EDITORIAL SPREADS

Where Are You Parked?

It may be helpful to think of our consciousness as a car and the different parts of our personality as parking lots. The body is one parking lot, the mind another, the ego yet another, and so on.



MUSE SONY KAUR ART DIRECTION &
STYLING AMANTE ARAV & EBNEZER
PAUL PHOTOGRAPHER VARUN SIKKA
MUA AMITA JUNEJA



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MUSE SONY KAUR ART DIRECTION &
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PAUL PHOTOGRAPHER VARUN SIKKA
MUA AMITA JUNEJA

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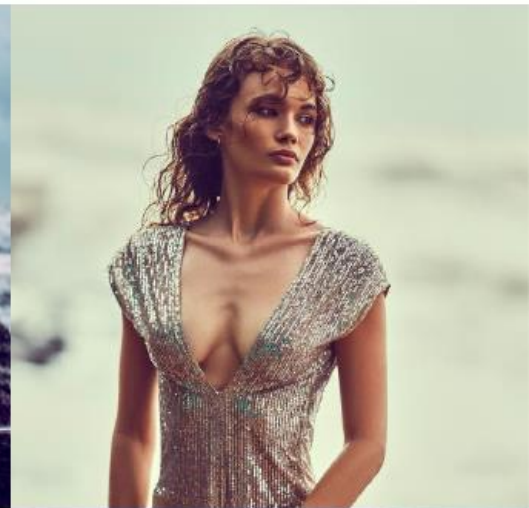
MUSE SONY KAUR ART DIRECTION &
STYLING AMANTE ARAV & EBNEZER
PAUL PHOTOGRAPHER VARUN SIKKA
MUA AMITA JUNEJA

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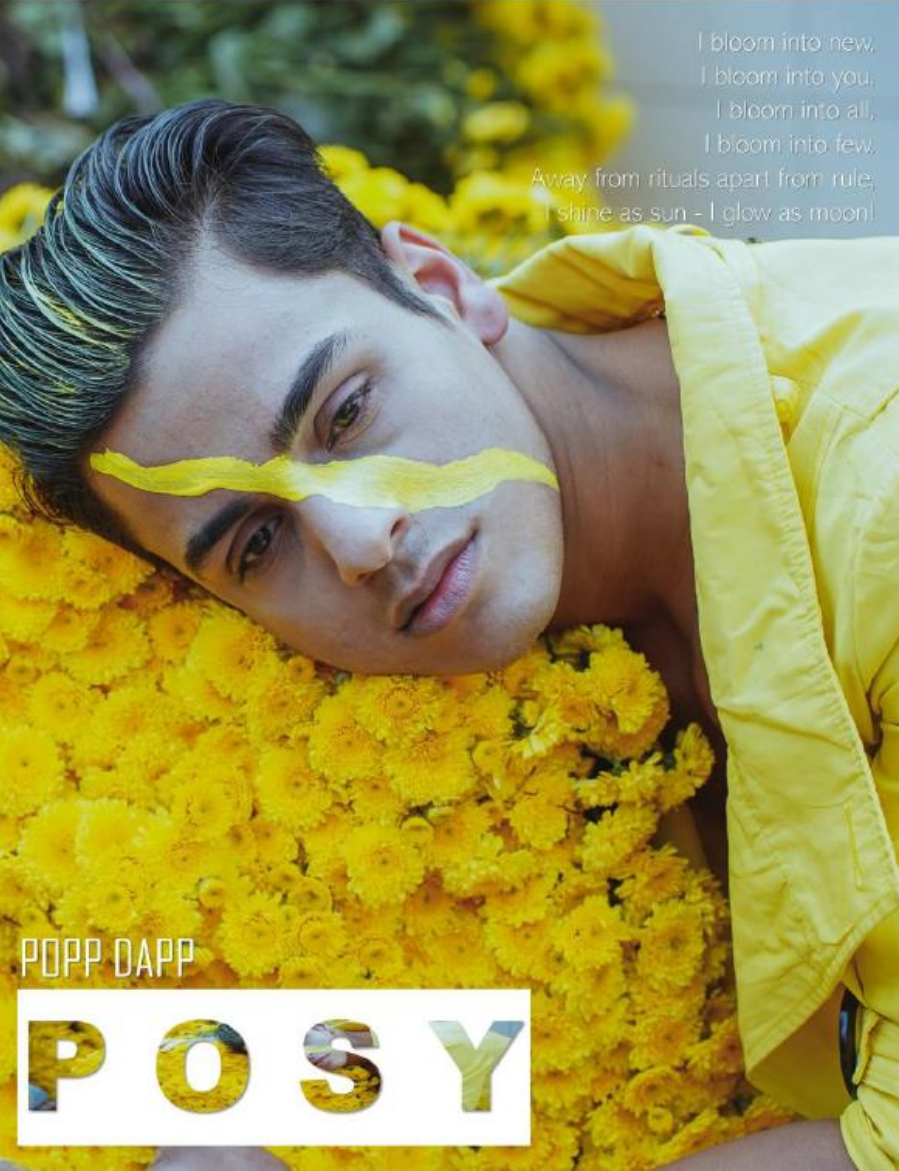
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FASHION, BEAUTY, & EDITORIAL SPREADS



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FASHION, BEAUTY, & EDITORIAL SPREADS



I bloom into new,
I bloom into you,
I bloom into all,
I bloom into few.
Away from rituals apart from rule,
I shine as sun - I glow as moon!



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POSSY

POPP DAPP

FASHION, BEAUTY, & EDITORIAL SPREADS



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PHOTOGRAPHY DOMINIC CHRISTIAN MODEL RUTH MUA & HAIR AANAL SAVALIYA STYLIST DHIYANI CHHEDDA RETOUCHER ABHISHEK GINVA



PHOTOGRAPHY DOMINIC CHRISTIAN MODEL RUTH MUA & HAIR AANAL SAVALIYA STYLIST DHIYANI CHHEDDA RETOUCHER ABHISHEK GINVA

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FASHION, BEAUTY, & EDITORIAL SPREADS

ART
IS IN THE
AIR

Maran Rajapandian has skillfully amalgamated the essence of rustic couture and the enchanting domination of feminine energy into the spread.

DIRECTION & PHOTOGRAPHY: MARAN RAJAPANDIAN | OUTFIT & ACCESSORIES: CAROL JALAN | CONCEPT & STYLING: HARSH VARDHAN JALAN | MODELS: PREETHY KARAN, PRITI JANA, TANISHA DE, & DEEPA BISWAS | VIDEO: ARSHAD NHAAN | MAKEUP & HAIR: MAINAK PRODUCTION & ART DIRECTION: SUPRIYO SAMANTA ASSISTED BY TARINMAY & SOHAM MUKHERJEE



DIRECTION & PHOTOGRAPHY: MARAN RAJAPANDIAN | OUTFIT & ACCESSORIES: CAROL JALAN | CONCEPT & STYLING: HARSH VARDHAN JALAN | MODELS: PREETHY KARAN, PRITI JANA, TANISHA DE, & DEEPA BISWAS | VIDEO: ARSHAD NHAAN | MAKEUP & HAIR: MAINAK PRODUCTION & ART DIRECTION: SUPRIYO SAMANTA ASSISTED BY TARINMAY & SOHAM MUKHERJEE

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FASHION, BEAUTY, & EDITORIAL SPREADS



POPP DAPP

FASHION, BEAUTY, & EDITORIAL SPREADS



THE DAZED DAZZLE

There's a mystery, necromancy & warlock in the sartorial depiction. Muses are conveying authority, confidence, wit & depth through intuitive yet lucid postures.

PHOTOGRAPHY: HARMEET SINGH SANA | STYLING: SAHIL GULATI | MAKEUP: JAHANAVI MUA | SARTORI: SAROJ AGENCY | PURPLE THOUGHTS
MUSE: MOKSHA | OUTFIT: ROHIT GANDHI RAHUL KHANNA | JEWELRY: ZARIN | FOOTWEAR: JEETINDER SANDHU
MUSE: SHIVAM | OUTFIT: ROHIT GANDHI RAHUL KHANNA | FOOTWEAR: DMODOT

OUTFIT: ANITA BARI | MAKEUP: MOKSHA
OUTFIT: ANKUR | FOOTWEAR: SHIVAM

MUSE: MOKSHA | OUTFIT: SAMREEN MADAN | MAKEUP: ZARIN | FOOTWEAR: PAO
MUSE: SHIVAM | OUTFIT: DEEPMESH | FOOTWEAR: JEETINDER SANDHU

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FASHION, BEAUTY, & EDITORIAL SPREADS



PHOTOGRAPHY DOMINIC CHRISTIAN STYLING AANAL SAVALIYA MAH ORANGE the salon MUSE ANKITA JADAV
OUTFIT NAUTANKY RETOUCHER DILIP KUMAR



THE
MATRIARCH
REGALIA



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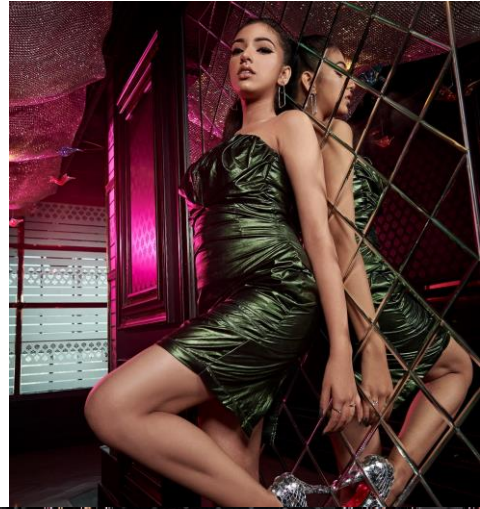
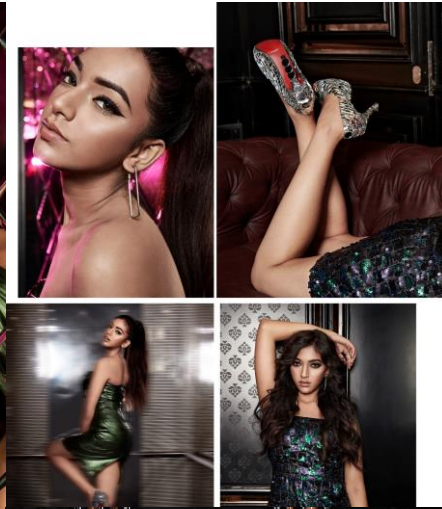
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VA VA VOOM

Metallic, spangle, and glimmer dresses clear the avenue for the festive season va va vroom!



PHOTOGRAPHY: RAJAT CHAND | DUFF: AMAN MATHUR | ASSISTED BY: NEHA YADAV | STYLING: AQSA NOOR & SWATI MUA RAVI
PARKASH RAO | MUSE: HARSHITA SINGH | RETOUCHER: AJINKYA PATIL | LOCATION: BLACK BREWHOUSE

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HER POWER PROVINCE

The composure of classical sagacity ushers those who come after. Here, passion flows where the wind blows!

CREATIVE DIRECTOR, PROJECT MANAGER & PRODUCER: ALESSIO FILIPPETTI | HAIR: AMANDA HUGINIKISS | PHOTOGRAPHY: SOPHIA PAVLITS & VIDEOGRAPHER: MANUEL PERUGINI | SADDLE BAG: DIOR | DRESS: SHEIN | ACCESSORIES: DOLCE & GABBANA



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THE MAN MASK

We've been conditioned to associate the ability to dominate, control, and succeed-at-all-costs with 'man' and emotional intelligence, creative expression, and submission with 'woman'. It's time to throw these connotations up in the sky and let all genders strive equally to choose what they want and value individuality over conformity. Let's fix this misplaced sense of superiority that has created a faux masculinity mask and is suffocating all genders equally!



PHOTOGRAPHY RAW DIXIT MUSE SUVANSH DHAR STYLIST SHIVANI RAITHITHA & MARIYAM HUSSAIN MUAH DHWANI DAVE
WARDROBE LINE OUT LINE PRODUCTION TO THE MARS



SHE UNWIND

PHOTOGRAPHY RAW DIXIT MUSE DRIDHA RAJPUT

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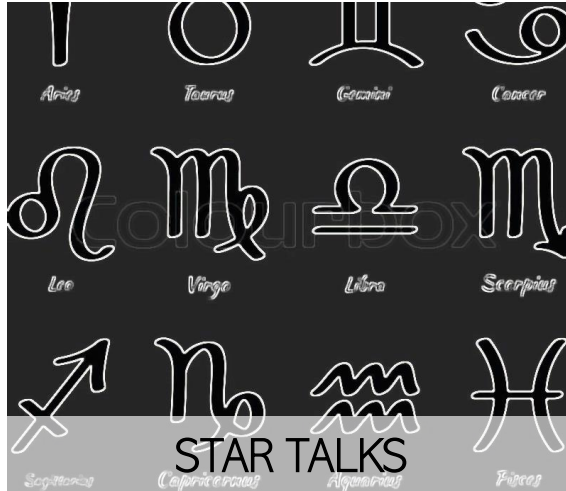
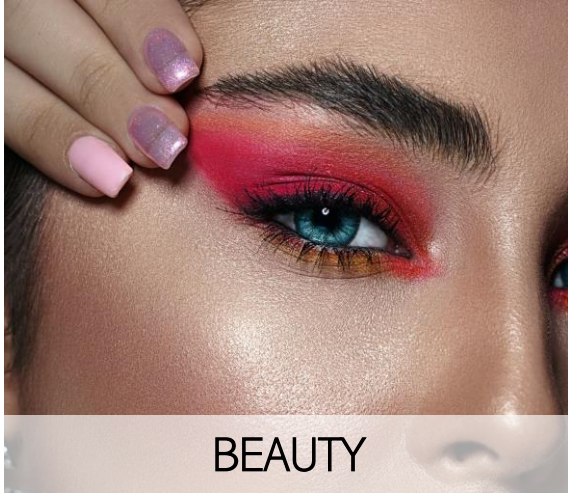
CELEBRATING THE SARTORIAL OPULENCE

(SPRING SUMMER 2022 SPREAD)



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CONTENT OVERVIEW



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LATEST ISSUE



RNI No. UPENG201978567

POPP DAPP

VOL V ISSUE II (Jan-Feb 2024)
Rs. 150

Crafting her story
SADIE MONROE

SHE'S A
VANGUARD
Rani Rampal

THE SCRIPT SHIBBOLETH
Mihir Ahuja

UNAPOLOGETICALLY
IN FASHION
Rishabh Nanda

'BEAUTY IS A FEELING'
Camilla Dian

Rushali Yadav
WALK THE
WALKER

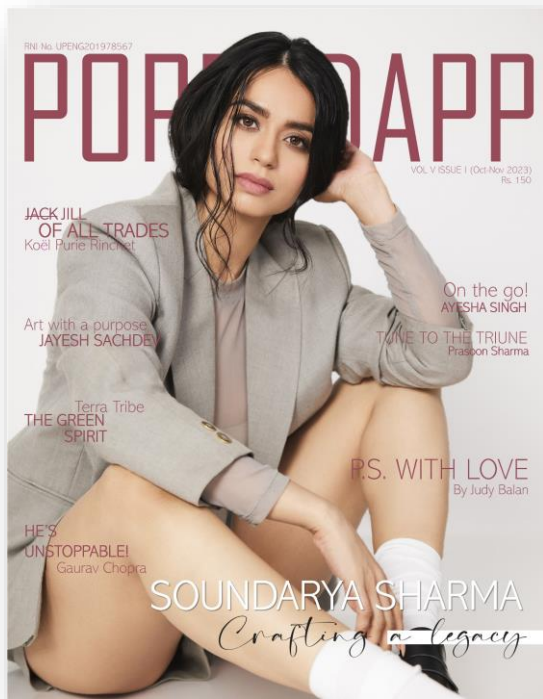
To get weird with it!
MOSES KOUL

KARAN JOHAR & SANJAY NIGAM
DYAD IN VOGUE

POLAROID NINJA
Alina Gross

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EDITION REPERTOIRE



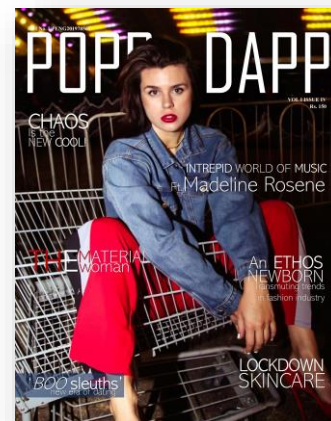
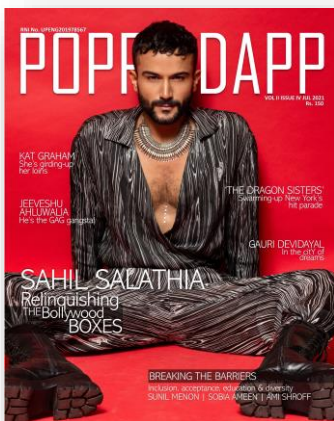
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PODCAST



EXCLUSIVELY ON



Episode 1 - Financial Independence

Financial independence for a new-age woman! | Yogesh Ch...



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POPP DAPP / PODCAST

Anuja Mathur, Editor-In-Chief of POPP DAPP
in conversation with Dr. Danielle DonDiego

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LINED UP FOR THE MONTH

TEDx IIM Ranchi

The Era of Concerted CHAOS



DEEPIKA BHARADWAJ



TRACY DE SA



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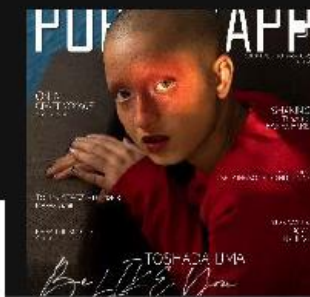
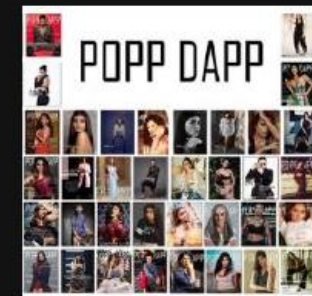
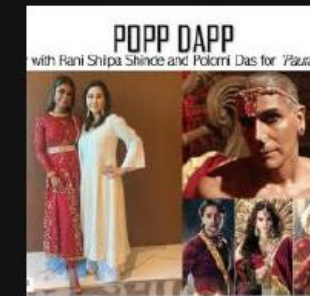
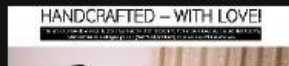


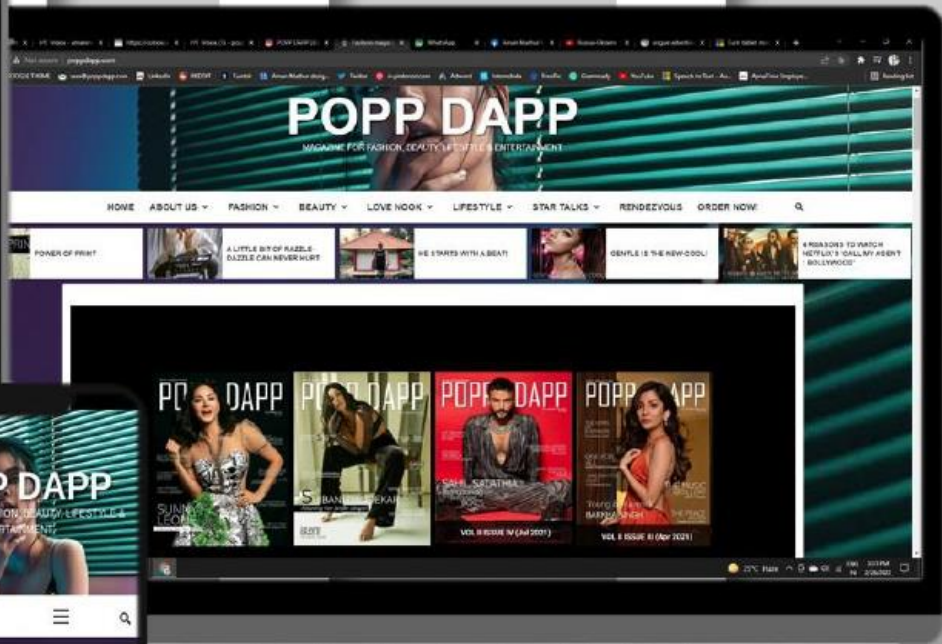
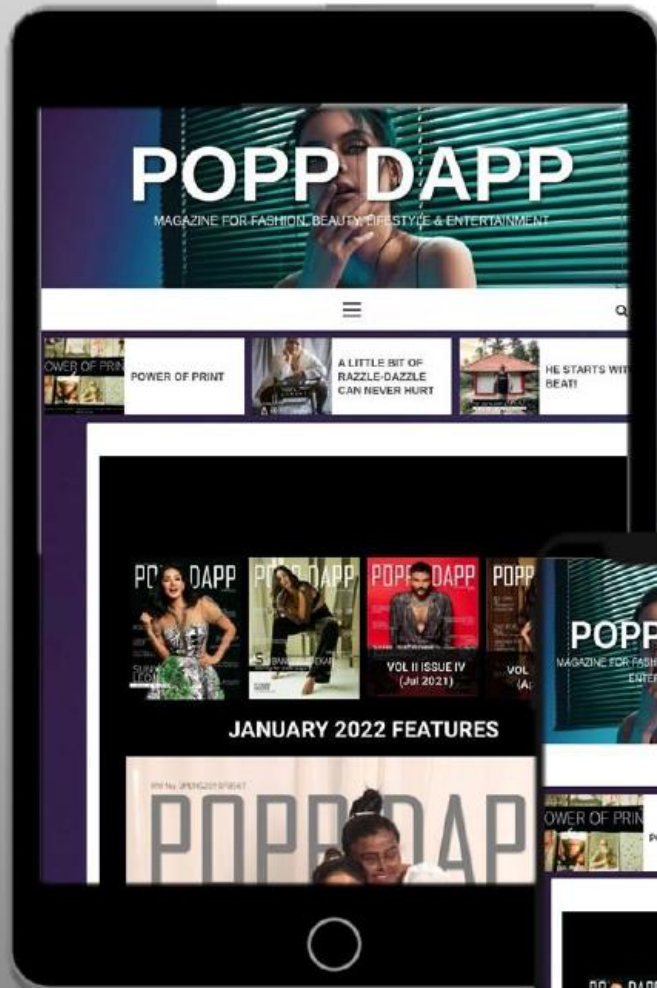
Special Issue

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