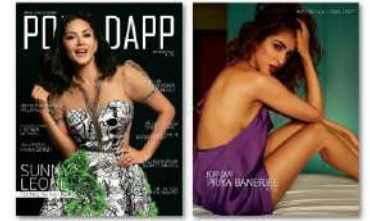


POPP DAPP

MEDIA KIT 2023-24



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

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FASHION EDITOR

Aman Mathur

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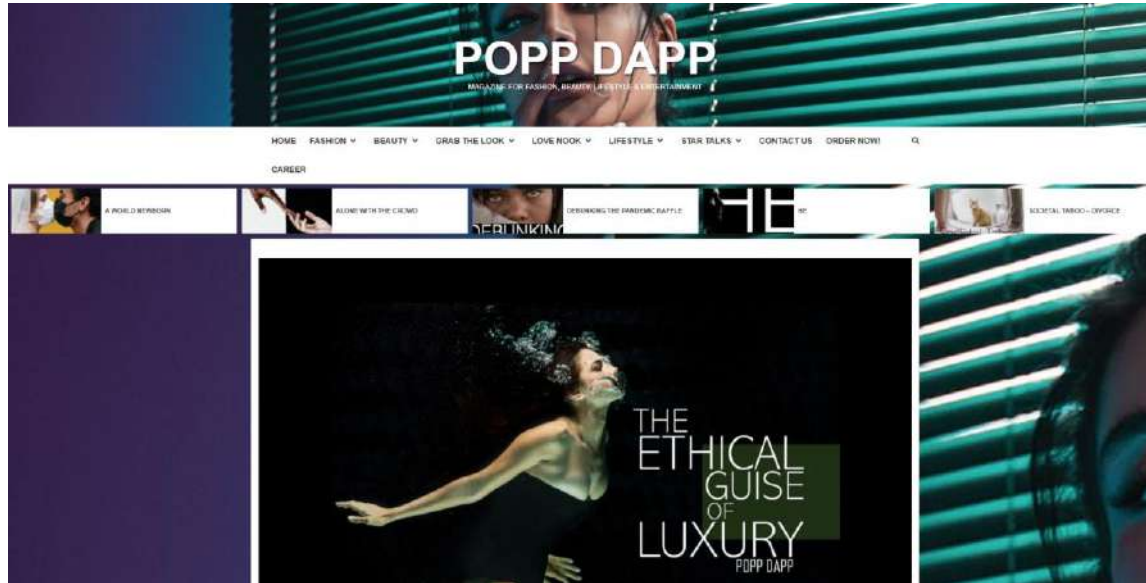
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Taufail



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POPP DAPP



POPP DAPP

MARKET STATISTICS

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

150K+ global readership

50K+ print distribution

1000+ stories featured

500+ brand stories

600K+ reach every month

AVERAGE AGE OF READER : 35

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

POPP DAPP

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FASHION & LIFESTYLE

TREND|ABLE
WHERE YOUR DISABILITY IS NOT AN ACCESSORY

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DHORA

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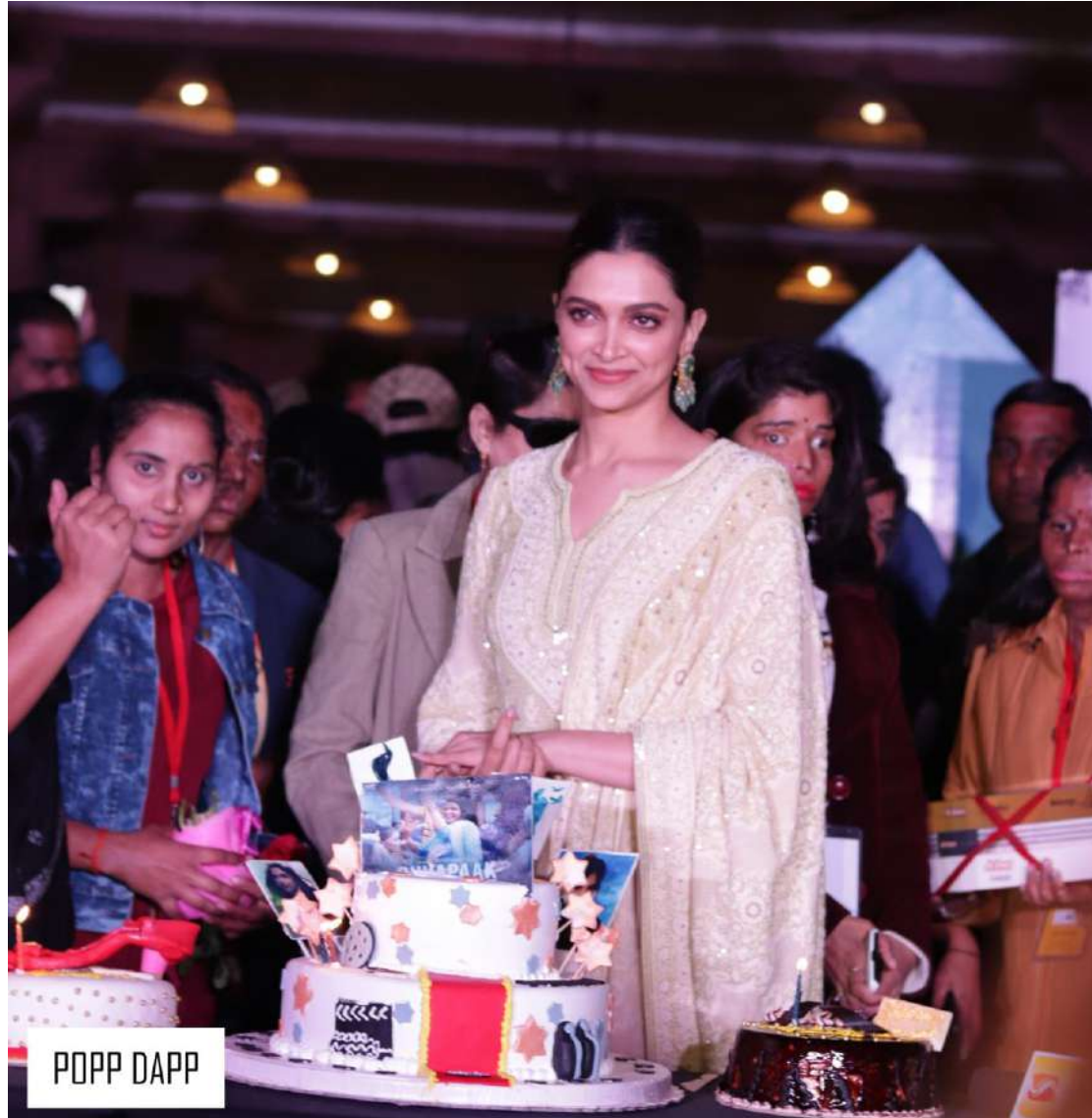
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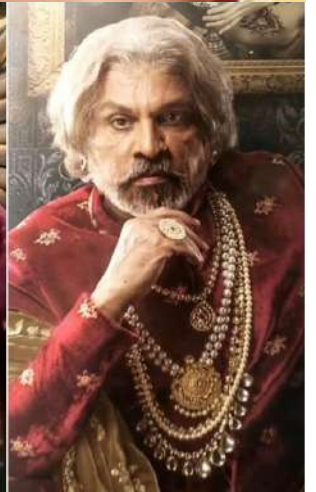
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SPLASH OF VENGEANCE – Story with Deepika Padukone



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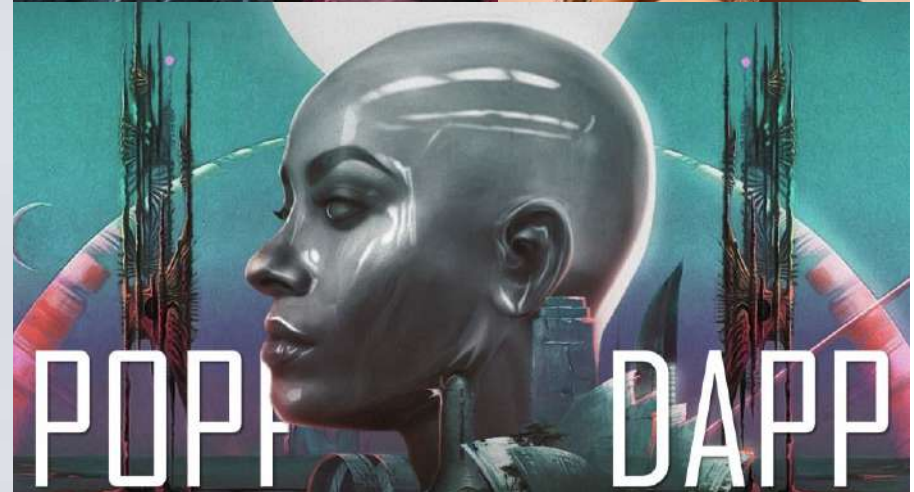
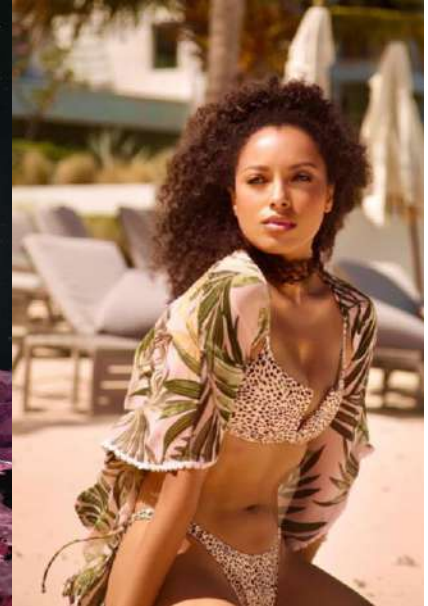
Story with Rani Shilpa Shinde and Polomi Das for *'Paurashpur'*



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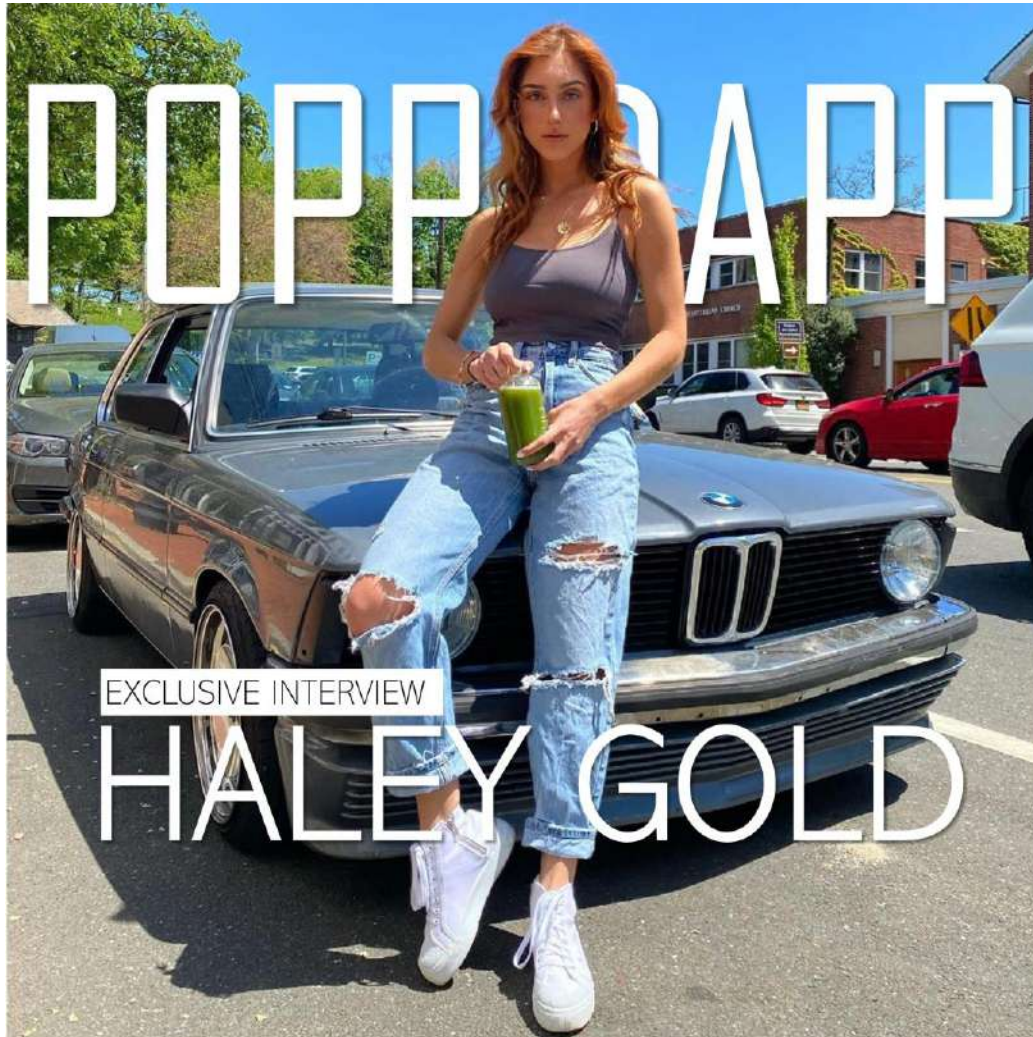
Story with Kat Grahamn for 'Galactica'



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x

HALEY GOLD for her new single!



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A LEAGUE OF HER OWN with Niti Taylor



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INTERNATIONAL FEATURES

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Kat Graham



The dragon sisters



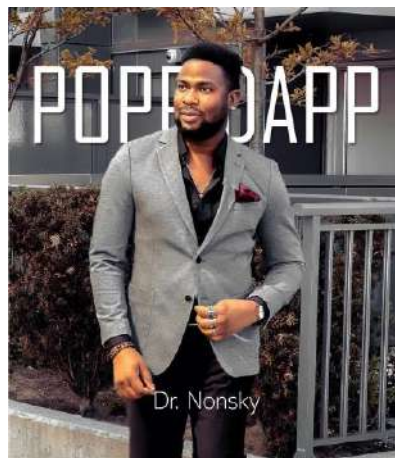
Kabir Sehgal



Caroline Labouchere



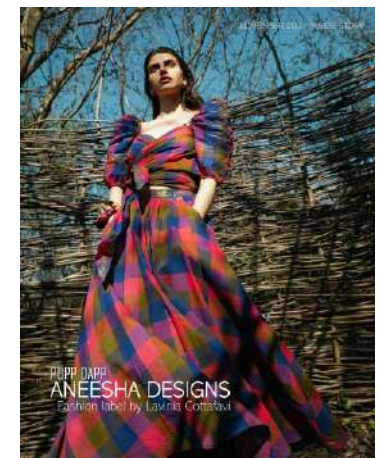
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Dr. Nonsky



Elena Fernandes



Lavinia Cottafavi

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Cloe Wilder



Brighton Peachy



Sobia Ameen



Madeline Rosene



Marry



James



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**THE TIMES
GROUP**



SHEEBA CHADHA



SWAROOPA GHOSH



CHUM DARANG



RUHI SINGH



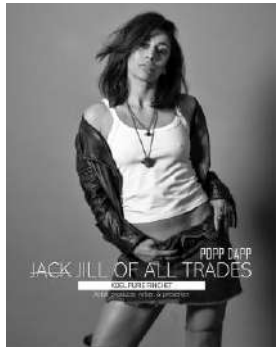
GAYATRI BHARDWAJ



ANUSHKA LUHAR

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*When someone you want to be
be someone you want to be!*



*In the shadows of Poppy Dapp, it's not you to embrace the power of
your relations, get out to be active, or a parental journey, making you to reach
your unique connection with the air world.*



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PARIDHI DHANUKA
FOUNDER OF INAYA ACCESSORIES



BORN TO GROOVE



A SAVOURY
RETREAT



IN THE
SPOTLIGHT



A PLACE
IN THE
SUN



KEEPING IT CHIC



MECHANICS OF
SELF



DO YOU!



INDIGENOUS
& ESOTERIC



REMODELING
LIFE!

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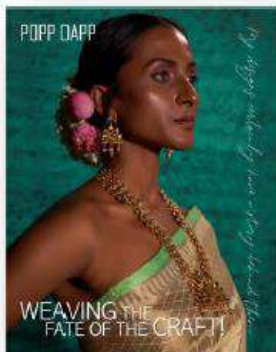
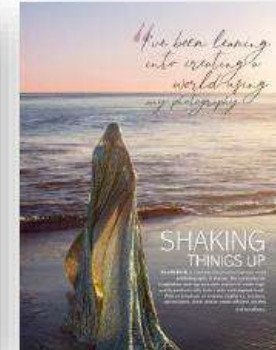
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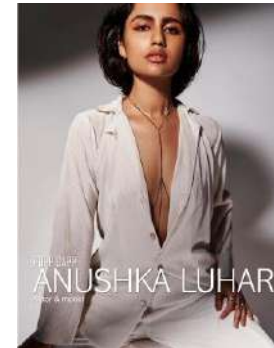
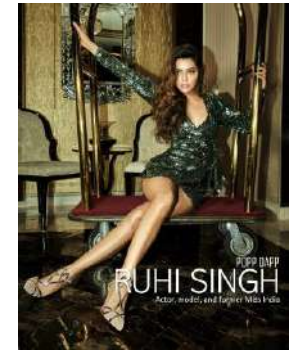
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Priya Banerjee



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Nathalia Kaur



Archana Puri



Lavinia Cottafavi



Samiksha Pednekar



Manya Singh



Shveta Salve



Madhurima Tuli



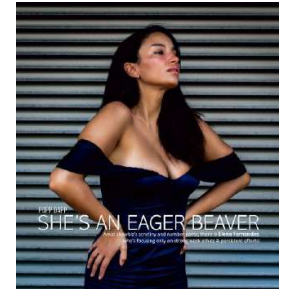
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Anushka Menon



Rohina Anand



Elena Fernandes

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Kiran Dembla



Caroline Labouchere



Avina Shah



Anjali Tatrari



Monica Shah



Ram Shergill



Veronica Vanij



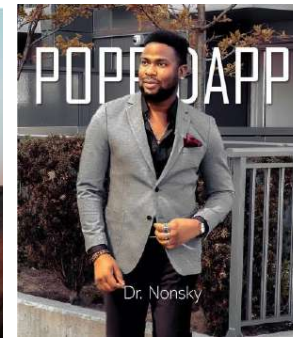
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The dragon sisters



Sobia Aseem



Sunil Menon

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(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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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



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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.



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PAUL PHOTOGRAPHER VARUN SIKKA
MUA AMITA JUNEJA

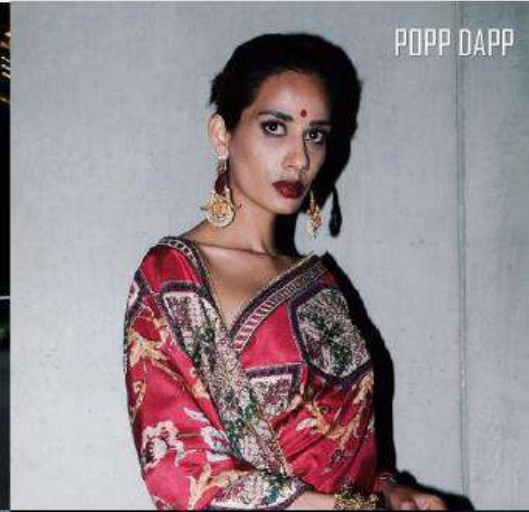


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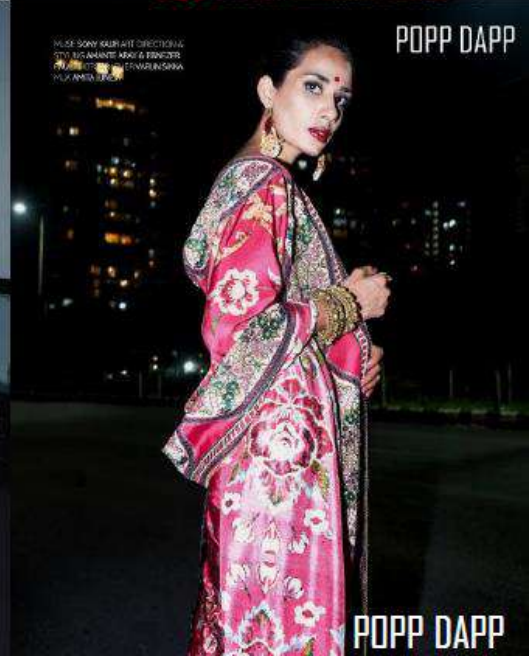


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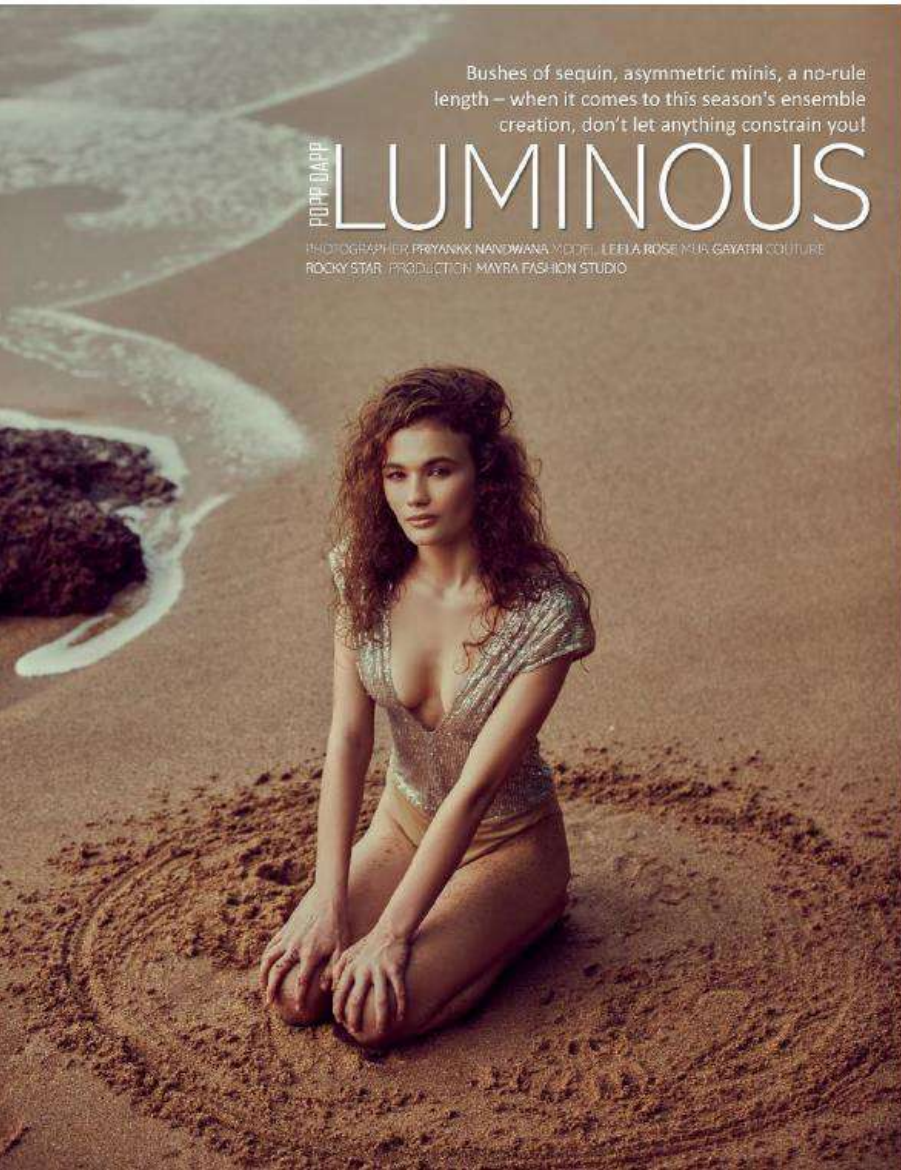
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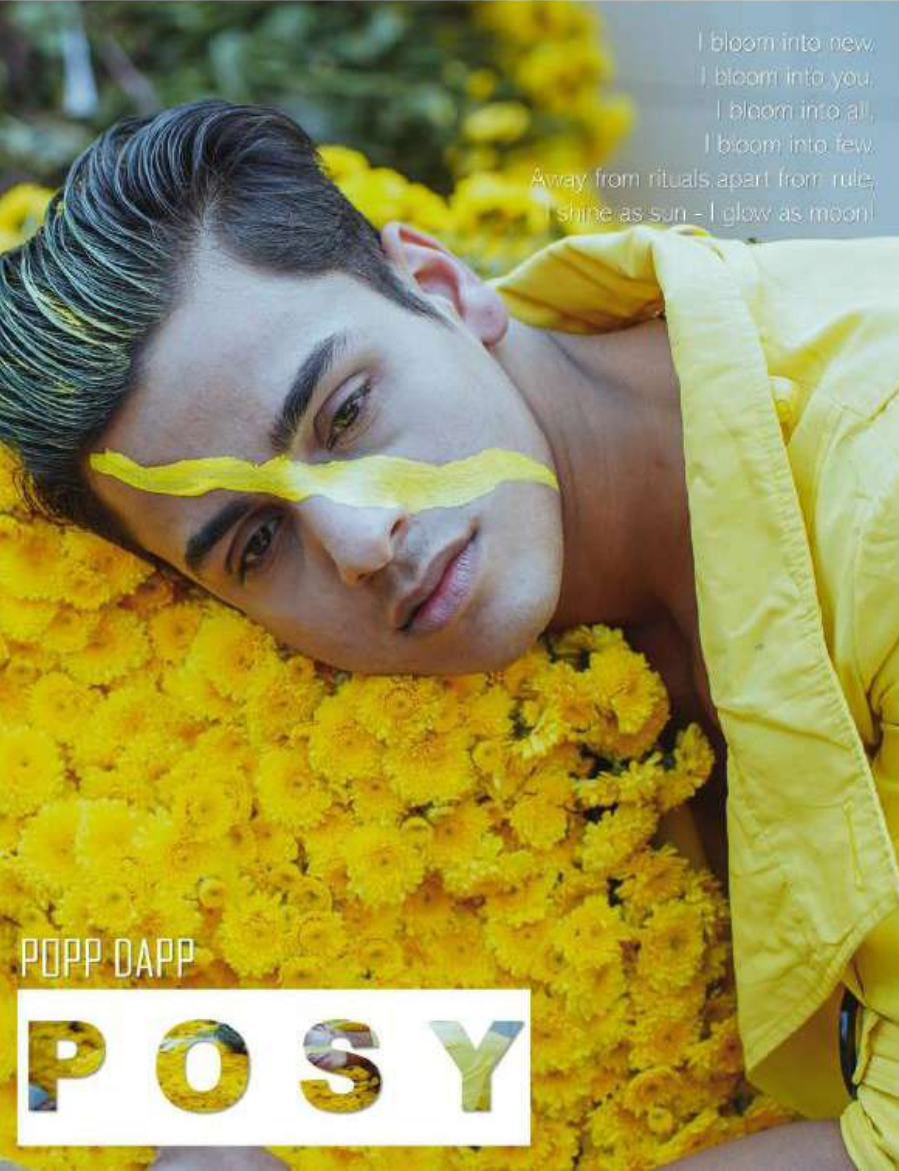
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I bloom into new,
I bloom into you,
I bloom into all,
I bloom into few.
Away from rituals apart from rule,
shine as sun - I glow as moon!



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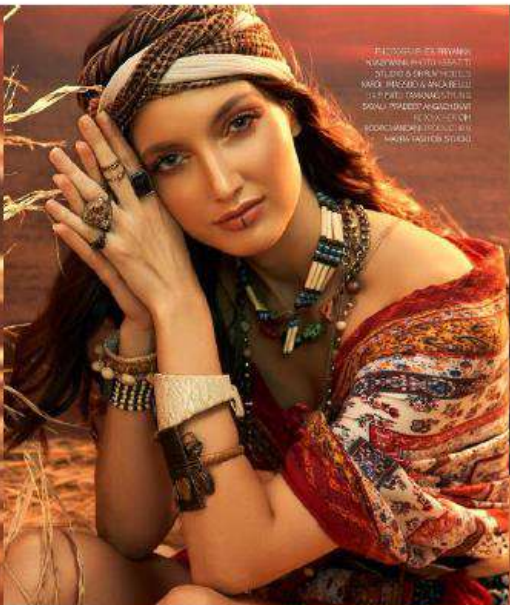
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PHOTO ASSIST: TI STUDIO & DHRUV
MODELS: KAROL MASSUD & ANCA BELLU
HAIR: NITU TAMANAG
STYLING: SAYALI PRADEEP ANGACHEKAR
RETOUCHER: OM ROOPCHANDANI
PRODUCTION: MAYRA FASHION STUDIO

YOU DO YOU!

Amid the worldly chaos of being uptight and perfect, here's an abode to your own true self - with a pinch of 'drama'. Helping you to get through the time with the power of chunky accessories, statement jewelry, and bold color combinations!



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PHOTO ASSIST: TI STUDIO & DHRUV
MODELS: KAROL MASSUD & ANCA BELLU
HAIR: NITU TAMANAG
STYLING: SAYALI PRADEEP ANGACHEKAR
RETOUCHER: OM ROOPCHANDANI
PRODUCTION: MAYRA FASHION STUDIO



PHOTOGRAPHER: PRIYANK NANDWANA
PHOTO ASSIST: TI STUDIO & DHRUV
MODELS: KAROL MASSUD & ANCA BELLU
HAIR: NITU TAMANAG
STYLING: SAYALI PRADEEP ANGACHEKAR
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PRODUCTION: MAYRA FASHION STUDIO

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PHOTOGRAPHY DOMINIC CHRISTIAN MODEL RUTH MUA & HAIR AANAL SAVALIYA STYLIST DIHYANI CHHEDDA RETOUCHER ABHISHEK GINIYA



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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 KRAN, PRITI JANA, TANISHA DE & DEEPA BISWAS. VIDEO: ARSHAD NIMAN. MAKEUP & HAIR: AMINAK 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 KRAN, PRITI JANA, TANISHA DE & DEEPA BISWAS. VIDEO: ARSHAD NIMAN. MAKEUP & HAIR: AMINAK PRODUCTION & ART DIRECTION: SUPRIYO SAMANTA ASSISTED BY TARINMAY & SOHAM MUKHERJEE.

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HARSHAD (JIMMY) RETOUCHING
RAHUL NANDA PRODUCTION AURA
PRODUCTIONS BANGKOK

CALLING THE HEAT



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HARSHAD (JIMMY) RETOUCHING
RAHUL NANDA PRODUCTION AURA
PRODUCTIONS BANGKOK



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PRODUCTIONS BANGKOK

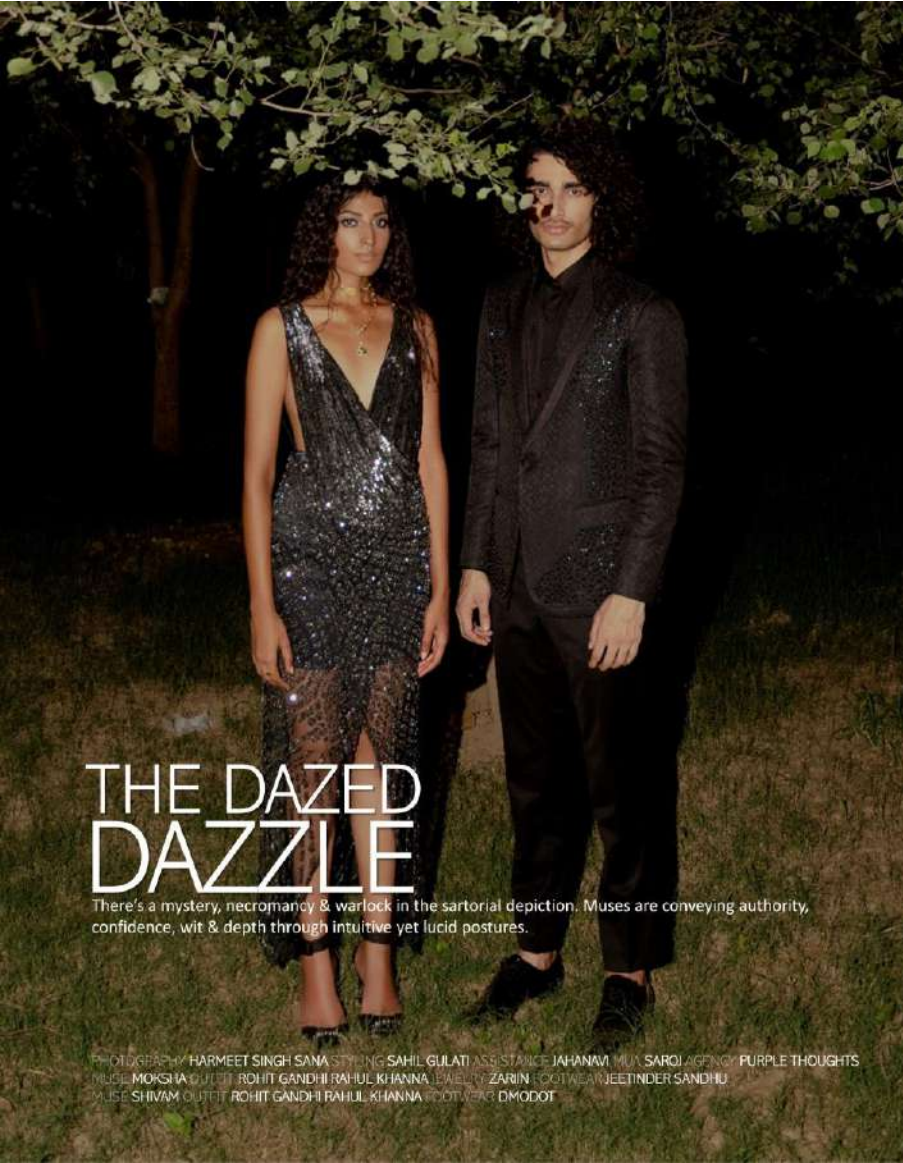


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THE DAZED DAZZLE

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 | ASSISTANCE: JAHANAVI, MUA SAROJ AGENCY | PURPLE THOUGHTS
MUSIC: MOKSHA QUTUB | ROHIT GANDHI RAHUL KHANNA | BEAUTY: ZARIN | FOOTWEAR: JEETINDER SANDHU
HAIR: SHIVAM QUTUB | ROHIT GANDHI RAHUL KHANNA | FOOTWEAR: DMODOT

QUTUB MOKSHA QUTUB
QUTUB MOKSHA QUTUB

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MUSIC: MOKSHA QUTUB | SHIVAM QUTUB | ZARIN | QUTUB MOKSHA QUTUB
HAIR: SHIVAM QUTUB | ROHIT GANDHI RAHUL KHANNA | BEAUTY: ZARIN | JEETINDER SANDHU

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OUTFIT NAUTANKY RETOUCHER DILIP KUMAR



THE
MATRIARCH
REGALIA



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



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

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VA VA VOOM

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



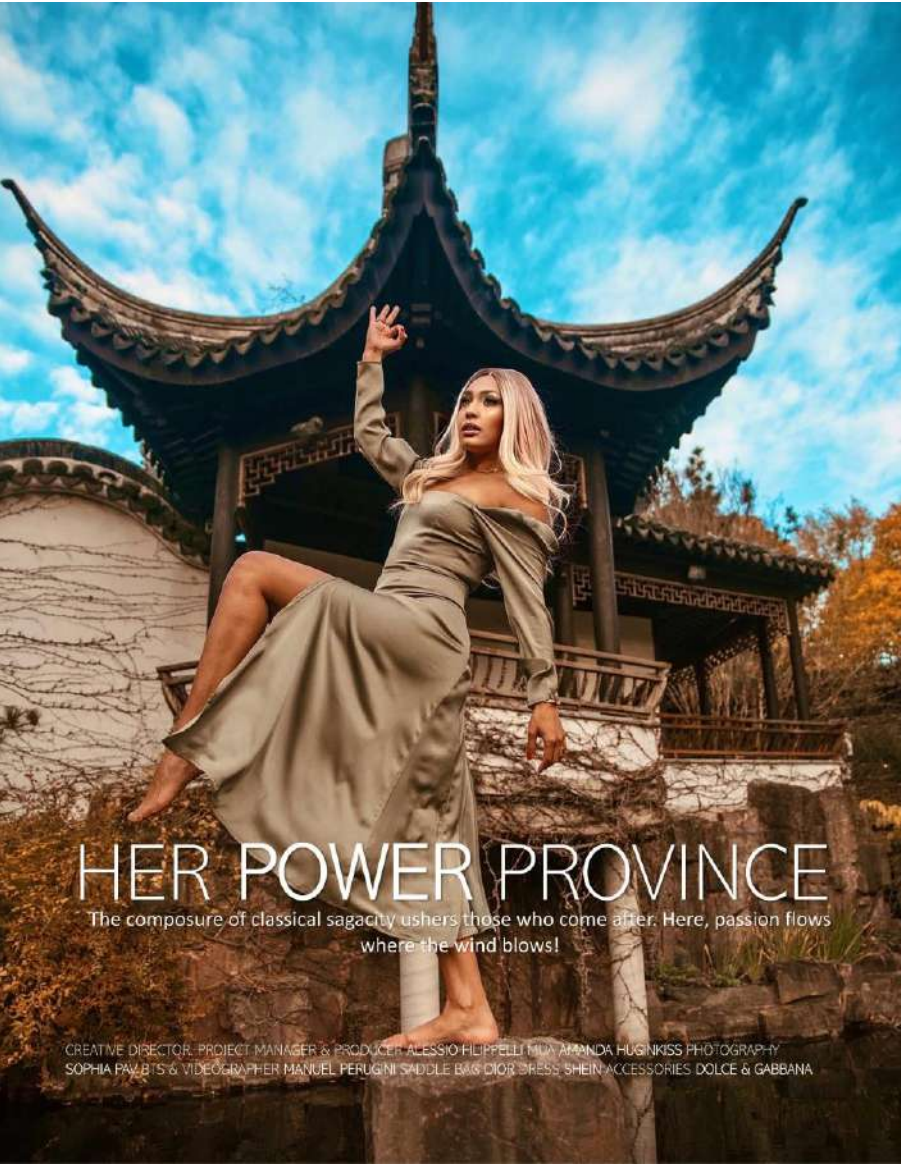
PHOTOGRAPHY: RAJAT CHAND OUTFIT: AMAN MATHUR ASSISTED BY: NEHA YADAV STYLING: AQSA NOOR & SWATI MUA: RAVI PARKASH RAO MUSE: HARSHITA SINGH RETOUCHER: AJINKYA PATIL LOCATION: BLACK BREWHOUSE

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

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FASHION, BEAUTY, & EDITORIAL SPREADS



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 FLIPPPELLI MUA AMANDA HUGINKISS PHOTOGRAPHY SOPHIA PAVLITS & VIDEOGRAPHER MANUEL FERUGINI 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: RAVJ DIXIT MUSE: SUWANSH DHAR STYLIST: SHIVANI RAITHIHA & MARIYAM HUSSAIN MUAH: DHWANI DAVE
WARDROBE: LINE OUT LINE PRODUCTION: TO THE MARS



SHE UNWIND

PHOTOGRAPHY: RAVJ DIXIT MUSE: DRIDHA RAJPUT

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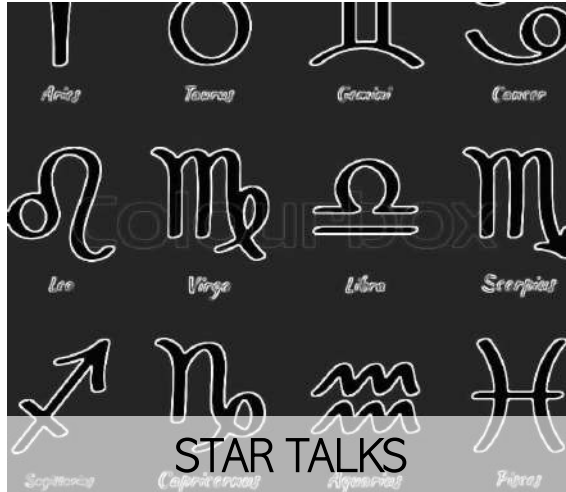
CELEBRATING THE SARTORIAL OPULENCE

(SPRING SUMMER 2022 SPREAD)



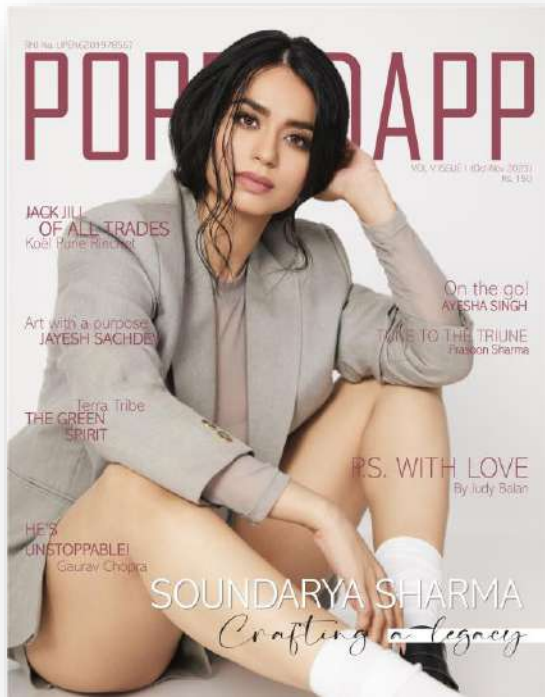
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CONTENT OVERVIEW



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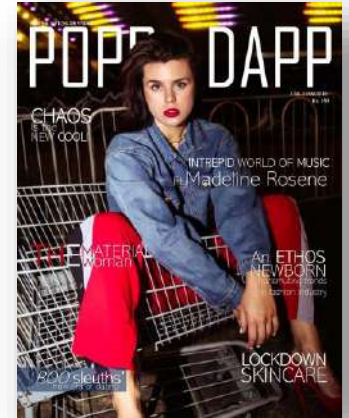
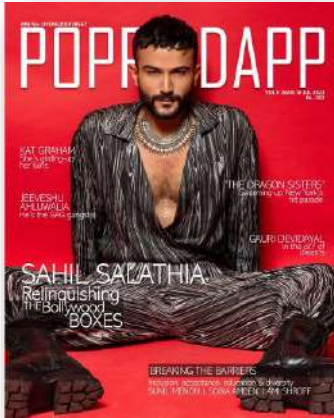
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EDITION REPERTOIRE



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EXCLUSIVELY ON



Episode 1 - Financial independence for a new-age woman! With Yogesh Chabria

Financial independence for a new-age woman! | Yogesh Chabria | Poppp Dapp Podcast | Episode 1



POPP DAPP / PODCAST

Anuja Mathur, Editor-in-Chief of POPP DAPP
in conversation with MR. YOGESH CHABRIA

Importance of financial independence

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TEDx IIMRanchi

The Era of Concerted CHAOS



DEEPIKA BHARADWAJ



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Jul 2022



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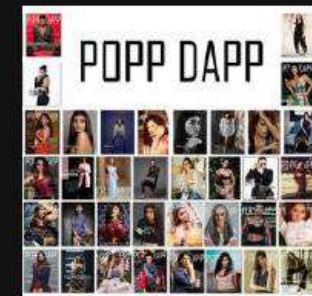
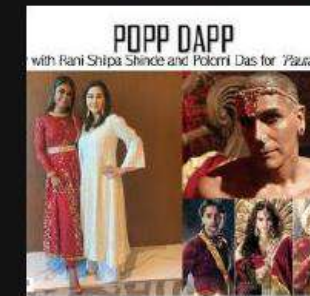
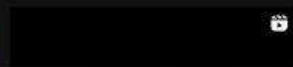


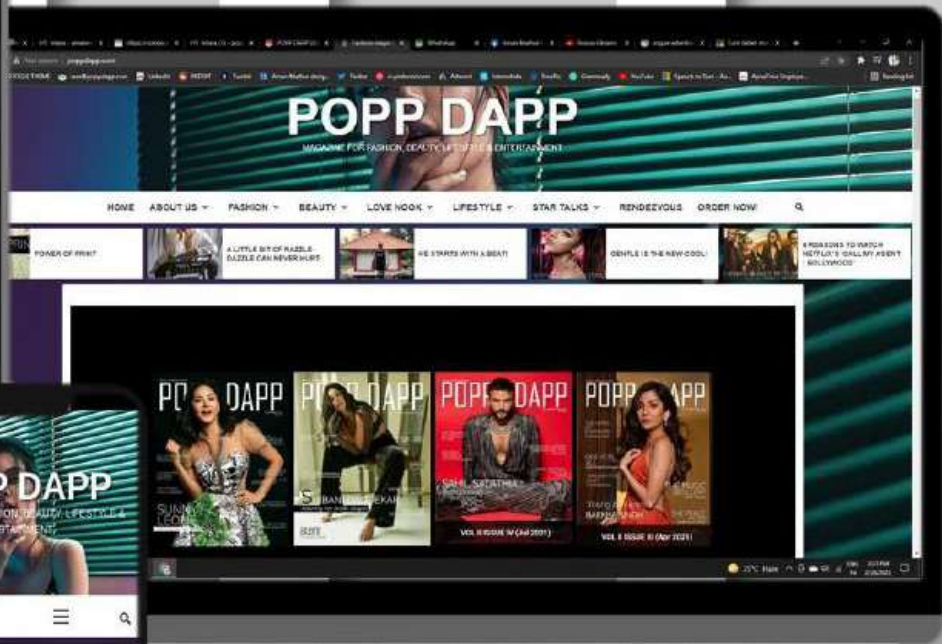
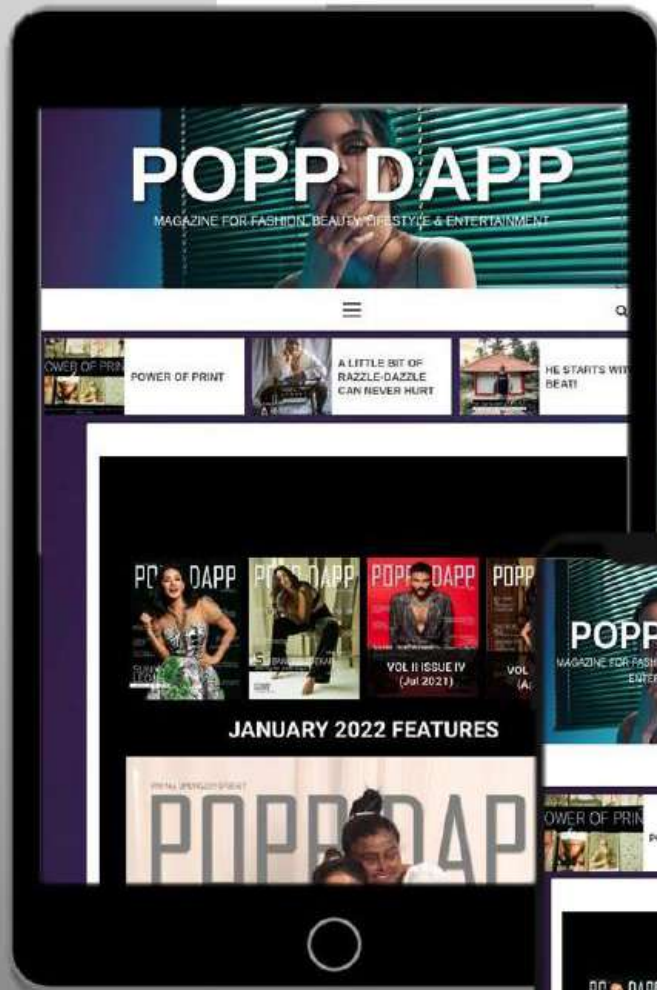
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