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Cossouq questions age-old stereotypes

Watch the film conceptualised by Whiplash here

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Cossouq has rolled out a campaign **#SamjhaKar** (understand) featuring actor Shriya Pilgaonkar and other popular personalities to challenge dogmatic beauty standards and question age-old stereotypes.

Conceptualised by Whiplash, the film is tied together with poetry. It opens up with Pilgaonkar narrating how equality is often compromised. It showcases different people from different walks of life. The film features a drag queen Mark Mascarenhas, portraying the struggles they face and the recognition the world fails to give them. It then goes on to show model, Aman Pal, who challenges gender stereotypes and confronts society's issues with queer love. The film depicts Diya Basu, who is seen questioning age-old beauty standards. An influencer embracing the grey, Geetarsh Kaur is seen playing a tattoo artist, symbolising how a profession has very little to do with age. Actor Margi Desai plays the role of a sex worker and portrays her hopes and dreams, while Mariyam Hussain is a hijab-wearing stylist and fashion designer asking to be seen beyond her religion. The film ends with Pilgaonkar narrating that it's time to exist on our terms.

Meet Jatakia, director of branding and marketing, Cossouq, said, “Cossouq is mindful of people’s needs and works to serve a diverse customer base inclusively. We, as a brand, are here to ease your journey toward self-love and acceptance. Highlighting how Cossouq caters to everyone irrespective

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with excuses, often starting and ending with ‘*Samjha Kar*’. This campaign plays a ‘UNO Reverse’ by turning the tables on the world. It asks them to understand once and for all that in this new age, these extraordinary people will not be backing down or shying away from showing off who they truly are and what they stand for.”

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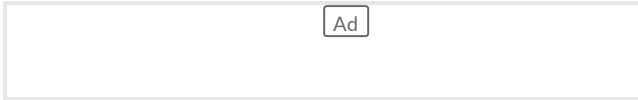


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