

Deepika Padukone at the launch of Fiama Di Wills

•Written by Amit Bachchan•

••Monday•, 10 •December•, 2012 05:53• -



Innovation is at the foundation of all initiatives at Fiama Di Wills. Be it creation of innovative products or engaging brand experiences, ITC's leading personal care brand continuously strives to create hallmarks of consumer delight. Fiama Di Wills takes forward this belief to provide consumers with yet another invigorating and innovative experience. With its exciting first time ever couture spa range, Fiama Di Wills invites consumers to discover fashion bathing!

The signature series introduces India's first ever Gel Bar with Gold. Fiama Di Wills and fashion guru Wendell Rodricks come together to give the consumers an exciting and intriguing bathing experience. In line with the brand proposition of 'Feel Young', the series of three exciting Couture Spa Range Gel Bars are infused with real gold known for its youthful skincare properties. Gold is the key to eternal youth that has been used for centuries for its anti – oxidant benefits.