

THE HINDU  
METROPLUS

# Slice of freshness

## INTERVIEW Katrina Kaif on the fantasy look for the new Slice campaign

If the sensuous Katrina Kaif swept you off your feet in the earlier aamsutra advertisements for PepsiCo's mango drink Slice, the third in this series is going to have you asking for more. The commercial that recently went on air bears the signature style of naughtiness and indulgence as the previous ones, and has been shot by Prakash R. Varma, director, Nirvana Films.

The ad film has been shot with the surreal backdrop of a rich forest, and features a romantic boat journey. Katrina and her on-screen beau engage in a who-blinks-first battle. But, a bottle of Slice distracts Katrina, enticing her to close her eyes and fantasise about the 'raseela aam'.

Varma of Nirvana Films says: "The Slice TVC was a refreshing experience for me. It was my first shoot with Katrina, and I completely enjoyed working with a professional actor like her. She was very involved, and has a keen eye for

detail." He is all praise for his team, too. "The feel and location that we had in mind was a challenge to create. Art director T.P. Abid and his team managed to create the feel I was looking for, in a studio, and Thiru, the cinematographer, did a great job adding to the mood."

Katrina, who was dressed in a red silk gown created by designers Falguni and Shane Peacock, loves the look of the commercial. "The striking red ensemble contrasts extremely well against the monochrome look that the ad film has," she says, adding "the set was one of the most beautiful I have ever worked for, for an ad campaign. It had a dreamy and fantasy look and feel about it. However, wearing this flowing gown and shooting on a boat was quite a delicate exercise as I had to sit for a long time on the boat; the gown would get all wet."

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