

SPEC CONCEPT · LELO

Selfish.

A love story about putting yourself first.



A spec creative concept by Tushar Chand

LELO

Choosing yourself still gets called selfish.

Somewhere along the way, most of us pick up the idea that wanting pleasure purely for its own sake is a little indulgent — a little selfish, a little something to keep to ourselves. The category answers that by reaching for the safe, soft word: “self-love.”

LELO doesn't flinch at the harder word. **It takes “selfish” and wears it as a compliment.** Choosing yourself isn't a guilty exception to apologise for. It's the whole point.

In praise of selfish.

A campaign that reclaims the word. The picture of it: a woman turning down the night out to throw the party of her life — for an audience of one. The group chat lights up; she joyfully declines; the product becomes her microphone. And the engine that makes “selfish” feel like a celebration rather than a confession: a disco anthem of shameless, get-down joy. The music says what the brand can only wink at.

THE LINE

Being selfish never felt this right.

WHY LELO

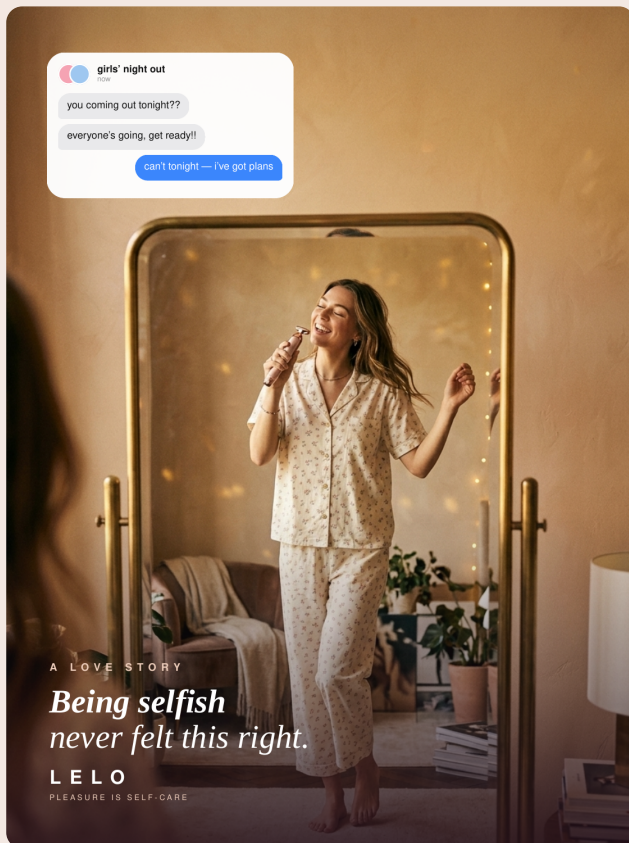
- **Owns the elegant end of the category.** A minimalist, design-led brand can say this with a smile instead of a snigger.
- **Reframes the product as a ritual** of self-care, not a taboo.
- **Inclusive by design** — every body, every age, every excuse, gets her own private encore.

TONE

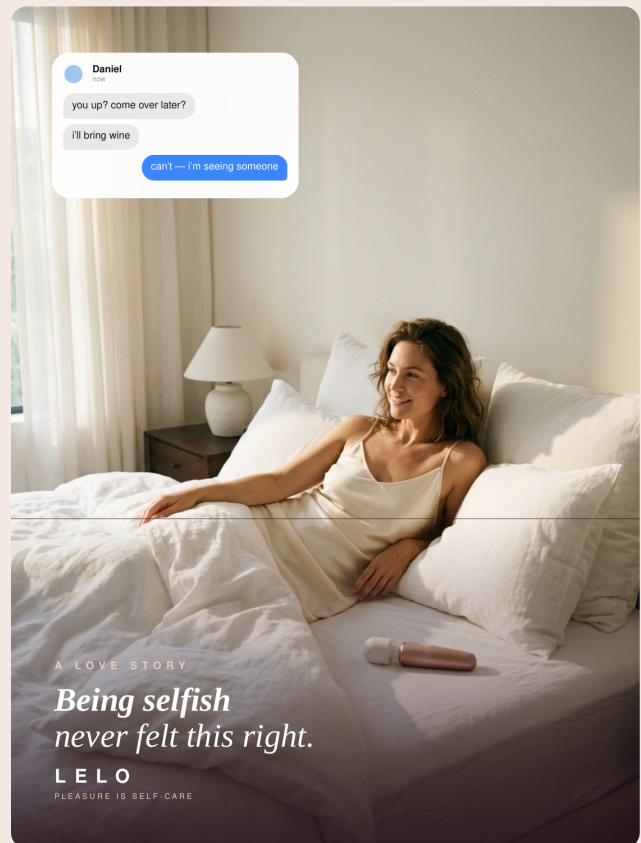
Warm, witty, premium, body-positive. Never explicit — the wit does the work. The restraint is the luxury.

One excuse. Every night.

A scalable print & social system. The device never changes — an invitation arrives by group chat, and she turns it down — only the excuse does. The picture finishes the joke: she had better plans. With herself.



"I've got plans"



"I'm seeing someone"

The chat is the franchise: infinite excuses, infinite nights, one truth — the best plans are the ones you make with yourself. Social-first, with the hero film and press following. Sign-off: **LELO — Pleasure is self-care.**

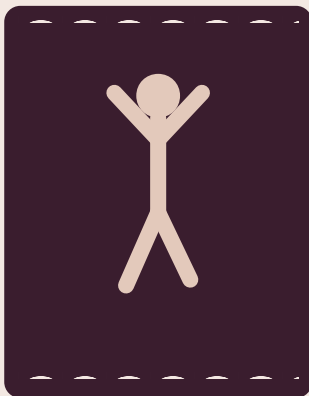
The film — the hero.

The campaign at full volume. She reads the group chat, turns down the night out, puts the record on — and plays the gig of her life to an audience of one. The product becomes the microphone; the bedroom becomes the stage. Pure, unselfconscious, gloriously selfish joy.

The track is the strategy, not the wallpaper. A 1975 disco anthem built on shameless, get-down abandon — it flips “selfish” from guilty to gleeful in seconds. Where a voiceover would lecture you about self-care, the song just dances — turning a private moment into a party for one.

“Get Down Tonight”

KC & THE SUNSHINE BAND · THE SOUNDTRACK



1 · Declines the invite.

Phone face-down. Music all the way up.



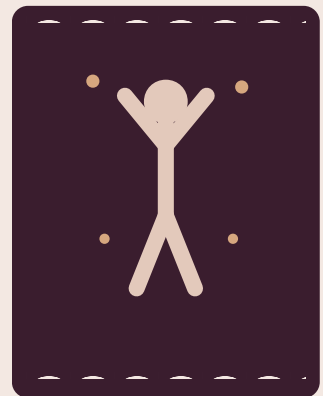
2 · Lost in it.

Dancing for an audience of one.



3 · Grabs the mic.

The gig of her life begins.



4 · Encore.

Curtain call, party of one.
Cut to line: *Being selfish never felt this right.*

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