

Case Study

Industry: Fashion

The Posh Monk Premium Golf Shirt Brand Launch



The Challenge

The Posh Monk launched a high-quality golf shirt, made to the highest luxury standards. However, the brand’s online presence and identity were still in the early stages. Entering a market full of well-known fashion brands, the challenge was to gain visibility, build trust, and create a unique brand story that matched its luxury price. With a product that had great potential, the goal was to define a brand that connected with the right audience and truly reflected its premium quality.

Strategy and Execution

To bring this vision to life, a mix of strategies was used. Focus was placed on social media marketing, especially on Instagram, to build engagement and showcase the brand’s luxury image. What stood out were the eye-catching creatives that complemented the quality that The Posh Monk promises, helping to build a loyal community around the brand. Well-timed influencer collaborations facilitated by the agency helped expand the brand’s reach and connect with more potential buyers.

Results & Impact

10,000+ organic followers built through consistent, high-quality premium content

8–10% engagement rate driven by strong visuals and narrative-led storytelling

3X ROAS through optimized full-funnel performance

Stronger trust & visibility through creator collaborations

High brand recall anchored in a distinct monochrome identity

Website sales growth enabled by multi-platform visibility and marketplace readiness

What Was Set Out to Build

The goal was to build a luxury-first identity for The Posh Monk, creating a premium and consistent brand image that would connect with customers at every touchpoint. This included developing a strong online presence through an optimized website, active social media platforms, and visibility on key marketplaces such as Amazon, Myntra, and Ajio. More than just being present, the aim was to create a system that could continuously drive awareness, build customer trust, and increase sales. The strategy was to not only sell a product but also tell a story that would resonate with the target audience and position The Posh Monk as a leader in luxury golf apparel.



Agency Approach

Developed a minimalist black-and-white identity rooted in quiet luxury

High-end offsite lifestyle campaigns

Curate digital assets around a cohesive visual identity.

Created marketplace-ready assets and an expansion strategy

Ran brand awareness and performance campaigns across Meta & Google

Collaborated with niche creators for authenticity and discovery

Executed full-funnel performance architecture focused on ROAS and sustainable sales growth



Working with The Kite Flyers has been a genuinely great experience. They understand our brand well, bring thoughtful ideas, and consistently deliver high-quality work. Their team is reliable, responsive, and easy to collaborate with, which makes the entire process feel effortless. We are happy working with them and truly value the partnership we’re building. Looking forward to creating even more together.

Anand Bhardwaj
Founder – The Posh Monk

The Posh Monk has evolved into a recognizable modern luxury Golf Shirt brand with a strong identity, premium aesthetic, and a marketing system built for long-term profitable growth.