

S O C I A L M E D I A S T R A T E G Y

The *Legacy* Narrative

Trestle : A lineage from S.R. Jindal Group

Rooted in S.R. Jindal Group. Born as Trestle.

CONTENT PILLAR

01

Brand & Philosophy

Trestle stands for understated luxury, Indian craftsmanship, international sensibility.

CONTENT PILLAR

02

Legacy of S.R. Jindal Group

The lineage. Trestle is born from Racconti's pedigree of bespoke, storied, enduring.

CONTENT PILLAR

03

Founder's POV

Gagan's vision of Italian design, Indian artisanal finesse.

CONTENT PILLAR

04

Brand Story

The origin narrative of the book that opens, the chapter that begins, the name that means support.

CONTENT PILLAR

05

Craft & Process

Hands. Materials. Detail. The journey from raw timber to heirloom furniture.

VISUAL LANGUAGE

06

Heirloom Aesthetic

Muted warm tones, textured close-ups, natural light. No product catalogue. Always editorial.

Speak like a *Legacy.*

Quiet
not silent

Poetic
not verbose

Confident
not boastful

Rooted
not nostalgic

Eternal
not trend-led

WRITE THIS

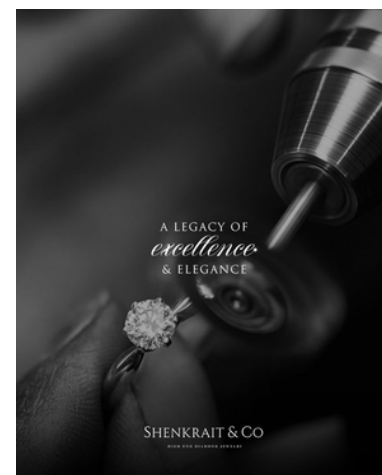
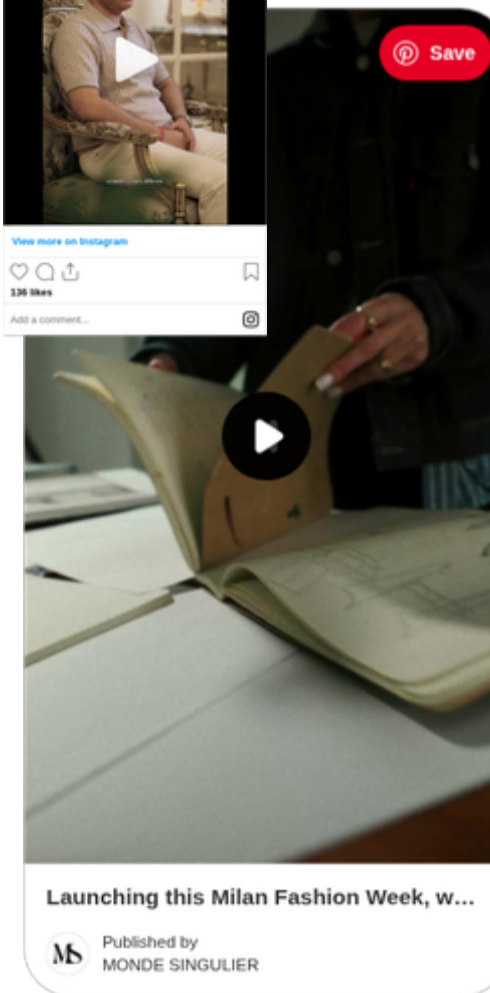
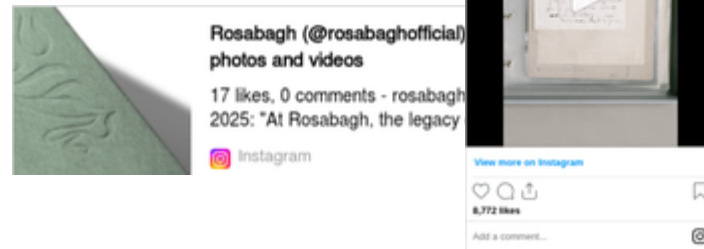
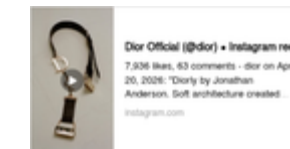
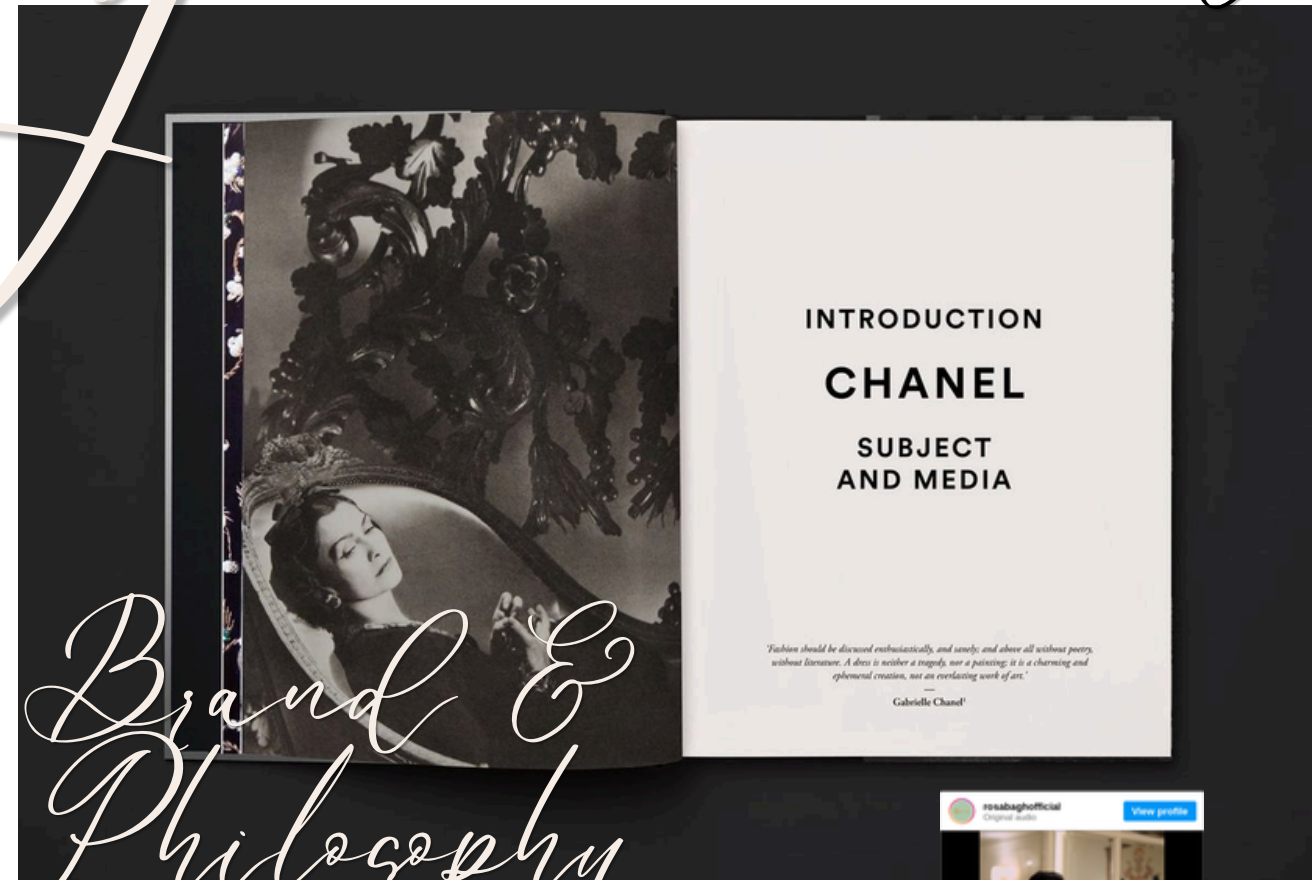
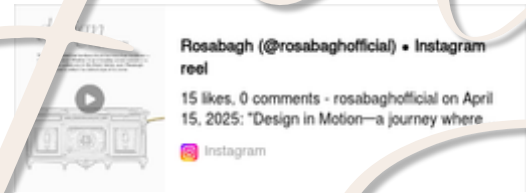
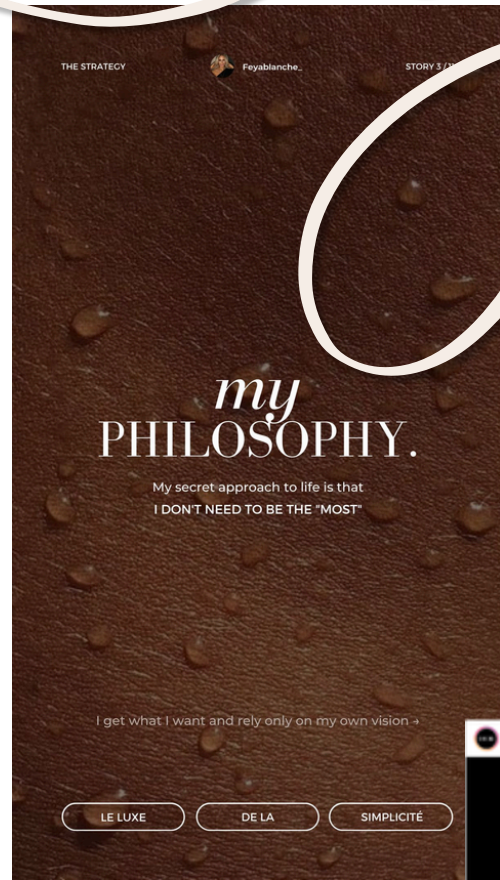
- Sparse, single-line captions
- Questions that evoke feeling
- Reference to time, lineage, origin
- Craft language — grain, weight, patina
- The family heirloom frame
- Italic serif typography on dark tones

NEVER THIS

- × Price-led or discount language
- × Trend hashtag stacking
- × Interior design influencer tone
- × "Shop now / Link in bio" urgency
- × Overly aspirational lifestyle clichés
- × Generic home décor aesthetics

Legacy

Craftsmanship



F

What to *Borrow*.

Take the principle, not the execution.

Rosabagh BRAND STORYTELLING The 'Behind' series structure. Embossed packaging posts. Founder moment framing.	Hermès CRAFT & MATERIAL Artisan hands, process films, reverence for material above product.	Chanel BRAND PHILOSOPHY Typography-first manifesto carousels. The brand before the product. Black, white, gold.	Cartier LINEAGE NARRATIVE Heritage storytelling connecting founding vision to contemporary design.
Dior FOUNDER MYTHOLOGY The person behind the name humanising the luxury without diminishing it.	Racconti THE PARENT VOICE Bespoke, curated, unhurried. Trestle inherits this then adds contemporary engineering.	Shenreit & Co TYPOGRAPHY & LAYOUT Legacy of excellence framing. Fine print, gold accent, editorial gravitas.	Monde Singulier FOUNDER PORTRAITS The craftsman-visionary archetype. Intimate, natural, never posed.

Five Films — Reels R1 to R3

R1	BRAND STORY · REF: ROSABAGH / DIOR ORIGIN FILMS The Book Opens A leather-bound book opens in slow motion; pages reveal the S.R. Jindal Group story, then the Trestle name appears embossed. Cinematic: black and white fading to warm sepia. Final frame: Trestle logo.	Reel · 30–45s <i>Voice-over or text:</i> “Every great lineage has a beginning.”
R2	FOUNDER'S POV · REF: HERMÈS ARTISAN FILMS Gagan Speaks Founder in a workshop, profile shot hands visible, no direct camera. Speaks about why Trestle exists. Cut to close-ups of joinery, grain, finish. Minimal text overlays.	Reel · 45–60s <i>“I wanted to build something you’d pass down, not trade in.”</i>
R3	CRAFTSMANSHIP · REF: CARTIER PROCESS FILMS From Raw to Revered Process film, no narration. Extreme close-ups: chisel on wood, sandpaper on grain, brush on finish, gloved hands on upholstery. Rhythm-cut to ambient track. No logo until the last frame.	Reel · 20–30s <i>No caption. Let the craft speak.</i>

Reels R4 to R5

R4	LEGACY OF TRESTLE · REF: CHANEL BRAND & PHILOSOPHY FILMS The Family Tree Visual narrative connecting Jindals to Trestle. Split-screen or morphing transitions The design language that passes between them.	Reel · 30–45s
R5	BRAND PHILOSOPHY · REF: S.R. JINDAL INDUSTRIAL HERITAGE Contemporary Brand Philosophy The visual representation of the brand and its philosophy, showing best of its pieves.	Reel · 45–60s <i>Archival-feel photography. Slow dissolves.</i>

CAPTION RULE FOR ALL REELS

One or two lines maximum. No hashtags. No CTAs. Poetic, rooted in craft and lineage.

Three Chapters — each slide earns the next

C A R O U S E L 0 1

8 slides · Ref: Rosabagh carousels / Chanel manifesto

What Is Trestle? A Brand Manifesto

Dark background. Each slide = one line of philosophy. White serif type on near-black texture. No product imagery until slide 7. The brand speaks before it shows.

V I S U A L D I R E C T I O N

Embossed letterpress texture backgrounds. One sentence per slide. Trestle logo on every slide small, bottom right.

C A R O U S E L 0 2

6 slides · Ref: Hermès craftsmanship, Rosabagh material close-ups

The Anatomy of a Trestle Piece

Each slide = one detail — joint, grain, handle, upholstery, leg, finish. A label names it. One line explains the intention. No room shots. No lifestyle. Only the object, lit perfectly.

V I S U A L D I R E C T I O N

Macro photography. Pure white or dark linen backgrounds only. Labels in fine serif type. No price. No dimensions.

C A R O U S E L 0 3

5 slides · Ref: Rosabagh 'Behind' series, Monde Singulier

The S.R Jindal to Trestle Timeline

Slide 1: S.R Jindal Group philosophy. Slide 2: Design language. Slide 3: The decision to create Trestle. Slide 4: Gagan's vision. Slide 5: What Trestle inherits and adds.

V I S U A L D I R E C T I O N

Editorial spread aesthetic. Asymmetric text + image. Warm tones, dark ink. Each slide like a page from a brand monograph.

Four Frames — stop the scroll with restraint

POST 01

Brand Launch · Ref: Rosabagh logo emboss

The Trestle Box

Close-up of the Trestle logo embossed on packaging. Dark and moody. The packaging as desire object before the product is even revealed.

CAPTION

"The name. The promise."

POST 02

Founder's POV · Ref: Monde Singulier portraits

Gagan, Framed

Founder portrait not a headshot but a moment. In the workshop. Seated, thoughtful. Lit with natural side-light. Caption: his belief in one sentence.

CAPTION

One quote, in italics. Name + title in small text below.

POST 03

Craftsmanship · Ref: Hermès material photography

Material Truth

One material photographed at extreme close-up. Wood grain or upholstery texture. The natural world from which the piece came. Caption names the material and its origin. Nothing more.

CAPTION

"Teak. Rajasthan." — Two words. Full stop.

POST 04

Brand Story · Ref: Rosabagh origin storytelling

The Name Itself

Typography post. TRESTLE in large serif with definition below: "A framework of beams. The structure that holds." Dark background. The brand name as philosophy.

CAPTION

"Some names explain everything."

Words as Design — sparse, purposeful, poetic

FOR: R1 — THE BOOK OPENS	<i>Every great lineage has a beginning. Ours was written in craft.</i>
FOR: R3 — CRAFTSMANSHIP PROCESS FILM	<i>Before a Trestle piece enters a home, it passes through ten pairs of hands.</i>
FOR: CAROUSEL 01 — BRAND MANIFESTO	<i>We don't make furniture. We make the piece your grandchildren will argue over.</i>
FOR: POST 01 — THE TRESTLE BOX	<i>The name. The promise.</i>
FOR: R4 — THE FAMILY TREE	<i>Born from S. R Jindal Group. Built for generations.</i>

TRESTLE

A lineage from S. R Jindal Group Social Strategy

Furniture for Generations

Our exclusive pieces can become family heirlooms, adding a touch of antiquity and character to a living space.

Brand & Content Strategy