



W for Woman to take Indian Fashion to Global Stage at New York Fashion Week 2025



Only Indian wear brand to headline the 'Made in India' segment to launch its young fashion and wedding collection

National, January 23, 2025: W for Woman from Aditya Birla Fashion and Retail Ltd. (ABFRL) is set to make waves at New York Fashion Week (NYFW) 2025 by being the only Indian wear brand of this scale to launch their Spring Summer'25 collection at the mega event. The celebrated Indian wear label, endorsed by Bollywood superstar Anushka Sharma, will take the spotlight in the exclusive 'Made in India' segment, a testament to modern India's burgeoning fashion narrative.

On February 6th, 2025, at the iconic Sony Hall in Manhattan, 'W' will present a spellbinding runway show to the global fashion fraternity. Featuring models showcasing distinct designs that are a reflection of the modern woman who is truly Indian at heart and global in her outlook – the show promises to be a vibrant celebration of India's rich fashion heritage blended with contemporary aesthetics and silhouettes.

Commenting on the association, **Mr. Anant Daga, Chief Executive Officer – TCNS Division, Aditya Birla Fashion and Retail** said, *"We are honoured to represent the essence of modern India at the New York Fashion Week 2025. This showcase is a testament to 'W's' commitment to blending India's rich culture with contemporary fashion, making it relevant on a global stage. Our participation in New York Fashion Week underlines our belief in the strength and appeal of Indian fashion, and we are excited to bring our unique perspective to an international audience."*



The collection is meticulously curated to appeal to a diverse audience, celebrating the multifaceted essence of Indian fashion. Whether it's the enduring charm of traditional craftsmanship, the avant-garde appeal of experimental fusion wear, or the opulent allure of Indian wedding attire, 'W's' collection caters to every sartorial taste. Each capsule within the collection tells a unique story, marrying time-honoured elements with modern sensibilities to resonate with a wide range of styles and occasions.

'W's' debut at New York Fashion Week is more than just a milestone for the brand– it also highlights the global resonance of India's fashion landscape. By bridging the divide between tradition and modernity, W for Woman redefines ethnic wear, positioning itself as a pioneer of contemporary Indian fashion in the international arena.

About W for Woman

W for woman, is India's leading women's apparel brand that creates fusion wear that blends Indian sensibilities with modernity, offering a unique style experience for the contemporary woman who lives dynamically and unapologetically. The company designs, manufactures and retails a wide portfolio of women's apparel including casual wear, work wear and occasion wear. It is available across India through 1150+ point of sales including 300+ brand outlets. Their products are also available on the brand website www.wforwoman.com and with leading online retailers.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as of March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers, while **Style Up** is an emerging value retail format.

The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette**.

The Company's foray into the branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

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