

## Aditya Birla Fashion and Retail Ltd. Expands into Premium Celebration-Wear with the Launch of 'Wishful'



*Wishful debuts at 'W' stores as an accessible luxury brand blending sophistication and elegance for festive, wedding, and special occasions.*

**National, September 24, 2025:** Aditya Birla Fashion and Retail Ltd. (ABFRL), a leading name in Indian fashion, has announced its foray into the premium occasion wear segment with the launch of 'Wishful'. Designed for the modern Indian woman, Wishful brings reimagined aesthetics with a uniquely crafted design language, offering ensembles that embody sophisticated luxury for every celebration. Currently showcased at W stores, Wishful is positioned as accessible luxury – curated for women who want to look confident, elegant, and stylish at festive events, weddings, and special occasions.

Speaking on the launch, **Anant Daga, Chief Executive Officer – TCNS Division, Aditya Birla Fashion and Retail Ltd.**, said, *"With the launch of Wishful, we are setting a new benchmark in premium occasion wear. The brand brings together uniquely reimagined finesse with the accessibility today's consumer seeks. Our vision is to empower women to celebrate life's occasions with confidence and grace, in ensembles that reflect thoughtful luxury and uncompromised quality. This is not just the launch of another brand - it's about strengthening our leadership in women's occasion-wear and shaping the future of Indian fashion."*



Rooted in refined yet modern sensibilities, Wishful caters to women who are poised, socially active, and effortlessly stylish. The debut collection is designed to capture every celebratory mood. From breezy **Day Premium silhouettes** in fluid fabrics with delicate embroidery for brunches and intimate gatherings, to glamorous **Party Wear** featuring cocktail gowns, embroidered jacket sets, and sculpted drapes in jewel tones, the collection brings versatility to the festive wardrobe. **Light Festive** edits reinterpret tradition with chanderi and jacquard ensembles highlighted with artisanal embroidery – ideal for haldi, mehendi, or family celebrations – while the **Heavy Festive** line heightens celebratory dressing with statement lehengas and intricately crafted anarkalis featuring jewellery-inspired handwork. At its pinnacle, the **Wedding Collection** reimagines heritage elegance with Banarasi jacquards, opulent lehengas, and heirloom-inspired anarkalis, adorned with artisanal handwork that captures the grandeur of bridal and pre-wedding occasions.



With the launch of Wishful, ABFRL further strengthens its ethnic wear portfolio, adding a new dimension to its range of women's fashion brands. Wishful reflects the group's strategy of building differentiated brands that address evolving consumer aspirations, particularly in the premium occasion-wear space. By combining a reimagined aesthetic with accessibility, the brand bridges the gap between heritage-inspired fashion and everyday celebration wear, making luxury both aspirational and attainable for the modern Indian woman.

Wishful will be available exclusively at select W stores across India, where dedicated shop-in-shops will showcase the complete range, offering a premium retail experience. The brand will also be available online at [www.wishfulbyw.com](http://www.wishfulbyw.com) and [www.wforwoman.com](http://www.wforwoman.com)

**About Wishful:**

Wishful is the premium occasion-wear brand from W for woman, created for the contemporary Indian woman who seeks elegance with intricate detailing for her special moments. The brand designs, develops, markets, and retails a portfolio of occasion-wear apparel that blends sophistication with contemporary style. Wishful is retailed through W's strong presence of 1000+ point of sales including 300+ brand outlets across India. The collection is also available online at [www.wishfulbyw.com](http://www.wishfulbyw.com) and through leading e-commerce platforms.

**About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of December 31, 2024, the Company has presence across 1,187 stores spanning 7.2 Mn sq. ft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren**, **Hackett London**, **Ted Baker** and **Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore**, **Tasva** and **TCNS brands** and it has forged strategic partnerships with India's top designers such as **Sabyasachi**, **Tarun Tahiliani**, **Shantnu & Nikhil**, and **House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W**, **Aurelia**, **Wishful**, **Elleven** and **Folksong**.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited (ABFRL) | [janet.arole@abfrel.adityabirla.com](mailto:janet.arole@abfrel.adityabirla.com)