

## Pantaloons Welcomes Samantha Ruth Prabhu as its First-Ever Brand Ambassador



*Unveils special festive campaign 'Spark Your Imagination'*

**Mumbai, October 6, 2025:** Pantaloons, India's most loved and trusted fashion brand, today announced a new era in style by welcoming acclaimed actor and style icon Samantha Ruth Prabhu as its first-ever brand ambassador. This collaboration marks a defining moment in Pantaloons' journey, positioning the brand at the forefront of modern, chic, and trend-forward fashion.

To celebrate this partnership, Pantaloons has launched its festive campaign, 'Spark Your Imagination', bringing to life the brand's new proposition of inspiring modern India to create their own fashion stories. The campaign embodies Pantaloons' mission to inspire every consumer, sparking their creativity to experiment fearlessly and express their unique self with confidence. And to lead this style journey, the brand has onboarded none other than Samantha Ruth Prabhu – a true fashion trailblazer.

Speaking on the association, **Sangeeta Tanwani, Chief Executive Officer, Pantaloons and OWND!**, said, *"Spark Your Imagination is more than a festive campaign – it's the start of a new chapter for Pantaloons. Fashion today is about creativity, play, and personal expression, and we want to inspire every shopper to see themselves as a creator. Samantha Ruth Prabhu embodies exactly that spirit – she is confident, versatile, and unafraid to experiment. With her, Pantaloons is ready to celebrate a modern India that doesn't just wear fashion, but creates their next standout look"*

Talking about becoming the face of Pantaloons, **Samantha Ruth Prabhu** said, *"Fashion to me is a form of self-expression and Pantaloons aligns perfectly with that belief. 'Spark Your Imagination' reflects what I truly believe*

*fashion should be – bold, personal, and inspiring. The brand celebrates confidence, versatility, and creativity – values I deeply connect with. I am delighted to partner with Pantaloons to inspire modern India to create their own unique style journeys.”*

Beyond her celebrated performances, Samantha is a style muse for the modern Indian shopper – bold, confident, and unapologetically individual. She mirrors Pantaloons’ ethos of effortless glamour, comfort, and versatile fashion.



The festive film for ‘Spark Your Imagination’, featuring Samantha, is a vibrant, cinematic celebration of contemporary style. The shimmer of lanterns, the bloom of flowers, and the sparkle of festive nights – the campaign showcases how every corner whispers possibilities and invites every individual to imagine, create, and transform their festive wardrobe in ways only they can.

Commenting on their journey **Teresa Sebastian and Dimple Parmar, Creatives at Talented** said, “Style is very personal. It’s one size fits one. For people who truly believe in expressing through fashion and through style, a piece of clothing or accessory is just a spark, waiting to be made their own. It’s like their handwriting, written in fabric and colours. For us, it was imperative to bring out this psyche of the generation, which gave birth to Spark Your Imagination – a reminder to keep playing, making it your own, and creating your next.”

The campaign will be amplified across television, digital platforms, social media, and in-store experiences, offering a full-circle, immersive fashion journey for consumers.

Link to the campaign - <https://www.youtube.com/watch?v=2IIPYPV9oZ4>



#### About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd., is a playful and youthful fashion destination with 405 stores, spread across 189+ cities and towns. As a playground for fashion, Pantaloons offers a wide variety of styles across categories and occasions. The brand speaks to the ever-evolving millennial customer of today who is confident and expressive. Be it through the physical retail experience or online, the Pantaloons experience is exciting, friendly and uplifting. With a vibrant, expressive and fun-loving approach to style, the brand seeks to enable the customer to be their fashionable best.

#### 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**.

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India's rapidly expanding fashion ecosystem.

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