

Aurelia & Ananya Panday Launch #HameshaTrending Campaign, Reinforcing Aurelia as India's Go-To Trend-Forward Indian Wear Brand

Unveils Spring Summer '26 collection that celebrates staying stylish, relevant, and always in trend



National, February 19, 2026: Aurelia, one of India's most loved women's ethnic wear brands from the house of Aditya Birla Fashion and Retail Limited, strengthens its positioning as the go-to brand for the latest trends in Indian wear with the launch of its Spring Summer '26 collection under the vibrant #HameshaTrending campaign, starring Bollywood actor Ananya Panday. Aurelia has always been the preferred choice for young, fashion-forward women who love staying updated with the latest trends while staying rooted in their Indian aesthetic. With #HameshaTrending, the brand sharpens this promise – celebrating women who want to look in-trend, confident, and effortlessly stylish every day.

Bringing this spirit alive is Ananya Panday, whose youthful confidence and strong connect with Gen Z and young millennials make her the perfect face of #HameshaTrending. The campaign film is a vibrant ode to girl-gang

energy, following friends through makeover marathons, office outings, girls' trips, and wedding dhamakas. Each moment captures a different mood and style, reflecting how today's women move seamlessly through life - with fashion that evolves just as naturally. At every turn, Aurelia keeps her on trend and on point.



Speaking about the campaign, **Ananya Panday** said, *"I've always believed fashion should feel fun, easy, and totally you. I love experimenting with trends, but in a way that still feels comfortable and natural. That's what I love about Aurelia, it keeps Indian wear fresh and current without making it feel over-the-top. #HameshaTrending is such a vibe because it's about staying updated and feeling confident every single day. I'm so excited to be part of a brand that celebrates being stylish in your own effortless way."*

Anant Daga, Chief Executive Officer - TCNS Division, Aditya Birla Fashion and Retail Limited added, *"Aurelia has consistently resonated with women who want to stay relevant in an ever-evolving fashion landscape. With this sharp positioning, we are reinforcing Aurelia's role as the go-to destination for the latest trends in Indian wear. The Spring Summer '26 collection and #HameshaTrending campaign are strategic steps toward strengthening our fashion-forward credentials while continuing to offer accessibility, comfort, and inclusivity at scale. Ananya's strong connect with young consumers further amplifies this vision and aligns perfectly with the brand's growth ambitions."*

The Spring Summer '26 collection brings the freshest trends in Indian wear to the forefront, from updated kurta silhouettes and fluid co-ord sets to playful sleeves, statement necklines, softer pastels, trend-right florals, and easy-breezy fabrics perfect for the season. Designed to move effortlessly from workdays to weekend brunches, festive gatherings to summer soirées, the collection captures what the modern Indian woman seeks: fashion that feels new, relevant, and wearable.

The #HameshaTrending campaign will roll out through a robust 360-degree integrated plan spanning digital, social, across 240+ stores, and high-impact media platforms. The film will be amplified across social media, OTT, and digital video channels, complemented by strategic influencer and creator collaborations to drive fashion-led conversations.

With SS'26, Aurelia makes one thing clear: staying on trend doesn't have to be intimidating - it can be effortless, inclusive, and rooted in who you are. The Spring Summer '26 collection is now available across Aurelia stores and online platforms nationwide.

Link to the campaign - <https://www.youtube.com/watch?v=pjICBgMY4-I>

About Aurelia:

Aurelia is a contemporary ethnic wear brand designed for the modern woman who aspires to look trendy and values affordable fashion. Offering a versatile collection for work, casual outings, and special occasions, Aurelia delivers consistent quality, the right fit, and on-trend styles at accessible prices.

With 200+ brand outlets and presence in 800+ large-format stores across 150 cities, Aurelia is widely available offline and online—through its brand website and leading e-commerce platforms like Myntra, Amazon, and Flipkart. Discover more at www.shopforaurelia.com

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 March 31, 2025, the Company has presence across 1,168 stores spanning 7.1 Mn sqft. retail space.

ABFRL's portfolio includes **Pantaloon**s, one of India's most loved fashion destinations, and **OWND!**, 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 **Galleries 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 **Shantanu & Nikhil**, **Tarun Tahiliani**, **Sabyasachi**, 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.

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