

**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](http://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 **Pantaloons**, 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 **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 **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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