



WforWoman Presents an Industry-First AI Film Showcasing its Paris Fashion Week Milestone



New Delhi, April 14, 2026: WforWoman, the premium contemporary Indian wear brand from the house of Aditya Birla Fashion and Retail Limited (ABFRL), has become one of the first Indian brand to launch a dedicated AI-generated film encapsulating its participation at the recently concluded Paris Fashion Week (PFW).

Following its showcase at one of the world's most influential fashion platforms, WforWoman now extends that moment through a new-age storytelling lens. Known for consistently pushing boundaries in the Indian wear space, the brand has built a legacy of innovation— redefining how Indian fashion is designed, presented, and experienced. This latest campaign is a natural progression of that ethos, bringing together fashion, narrative, and cutting-edge technology.

Breaking away from conventional post-runway narratives, the AI film extends the story beyond the show's final moment, building on the idea that W's designs are not only worthy of the world's most coveted fashion platforms but are equally relevant in the everyday lives of modern women.

The digital film opens on a quiet Parisian morning, where soft light spills across the city, gently revealing W's Spring-Summer 2026 collection - ethereal occasion wear in luminous pastels, refined daytime silhouettes in clean palettes, vibrant festive pieces, and relaxed, print-driven resort styles. A woman sits at a café, unhurried, as the city moves softly around her. As she moves through the day, the film unfolds in fleeting, seamless transitions - through sunlit streets, quiet corners, and moments that blur the line between the everyday and the extraordinary. Then, almost imperceptibly, the setting shifts, with the calm of the city giving way to the energy of the runway - the spectacle of Paris Fashion Week. And yet, nothing feels constructed or out of place. A world so vivid, so believable, that its artifice becomes indistinguishable from reality. It is only after the film ends - or perhaps not even then - that the realisation sets in: every frame, every texture, every moment was crafted by AI.

What sets the film apart is its meticulous execution, where every element has been carefully thought through and crafted with precision to ensure that the outfits remain true to their real-world counterparts. The result is a photorealistic visual experience where each frame reflects the exactness of the product, while maintaining a



cinematic, immersive quality. In addition to its striking visuals, the brand has pushed creative boundaries in sound. The music, along with the vocals and lyrics, has also been developed using AI— making it another industry-first initiative.



Speaking about the launch, **Puneet Sewra, Chief Marketing Officer - TCNS Division, Aditya Birla Fashion and Retail Ltd.** said, *“W has always been a brand of firsts. From reimagining Indian wear for the modern woman to taking it to global platforms like New York Fashion Week and Paris Fashion Week, both industry firsts for Indian ethnic wear, innovation has been integral to everything we do. This AI-led campaign is a continuation of that journey. Just as our runway debuts redefined the global perception of Indian wear, this film redefines how those moments can live beyond the runway. It reflects our belief that innovation is not limited to product; it extends equally to how we communicate, engage, and inspire. Our endeavour has always been to make Indian wear aspirational on a global stage, and this is another step in that direction.”*

The campaign signals a broader shift in fashion - where AI doesn't replace creativity but amplifies it, enabling richer storytelling at unprecedented scale. It marks a new era in Indian fashion marketing, extending the brand's global vision beyond the runway into immersive, everyday contexts.





With this campaign, WforWoman reinforces its position at the intersection of fashion and innovation. It underscores a new paradigm where runway moments are no longer endpoints, but the beginning of richer, more dynamic brand storytelling.

Link to the film – <https://www.youtube.com/watch?v=t6Db30fzI7M>

About WforWoman

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:

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 **OWNDI**, 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 **Shantnu & 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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