

OWND! and Payal Gaming Launch the 'Gamer Drop' Campaign

A creator-led campaign celebrating gaming culture, individuality, and next-gen streetwear, centered on a first-of-its-kind fashion capsule.



National, May 25, 2026: Gen Z-first fashion brand OWND! from the house of Aditya Birla Fashion and Retail, has collaborated with India's first female gaming creator Payal Gaming to launch 'Gamer Drop' – a first-of-its-kind gamer-curated fashion campaign in the country. Designed at the intersection of gaming, style, and creator culture, the campaign reimagines what gaming-inspired fashion can look like for a new generation of consumers.

Far from traditional creator merch, 'Gamer Drop' is built as an extension of Payal's identity – blending gaming aesthetics with bold streetwear silhouettes, everyday versatility, and what the campaign calls "main character energy." Curated by Payal herself, this fashion capsule reflects her personal style, community-first mindset, and the evolving face of gaming culture in India.



At the heart of the campaign is a larger cultural shift: gaming today is no longer confined to screens – it influences fashion, music, language, and youth identity. Through this collaboration, OWND! taps into that evolution, positioning gaming as a lifestyle and creators as cultural tastemakers shaping what's next.



Speaking about the campaign, **Marco Agnolin, Chief Executive Officer, OWND!**, said, "Gaming is no longer just entertainment – it's culture. It is shaping how young consumers build communities, express their identities, and engage with fashion. With 'Gamer Drop', we wanted to tap into that cultural shift by creating a collection that goes beyond conventional gaming merch and feels genuinely relevant to everyday style. Payal was the perfect collaborator to bring that vision to life, and through this campaign, we hope to celebrate individuality while building a deeper connection with India's digitally native, culture-conscious youth."

The curated collection features a mix of menswear and womenswear pieces inspired by gaming culture while remaining wearable for everyday street style. The campaign visuals embrace a bold, high-energy aesthetic that mirrors the personality of modern gaming communities – confident, playful, expressive, and impossible to ignore.



Commenting on the collaboration, **Payal Gaming** said, "Gaming today has become a culture and a form of self-expression for millions of young people across the country. That's what makes this collaboration with OWND! so

exciting for me. With this curation, I wanted to create something that genuinely reflects my vibe and the energy of my community. It's stylish, comfortable, expressive – and made for people who want to own who they are."

The campaign will be amplified through a 360-degree marketing strategy spanning creator-led content, social media activations, influencer collaborations, gaming communities, and prominent in-store branding across OWND! outlets. Through dedicated visual merchandising, campaign-led retail experiences, and digital storytelling, the brand aims to engage digitally native consumers at every touchpoint.

With 'Gamer Drop', OWND! continues to explore how creator-led fashion can move beyond collaborations and become a more authentic extension of internet culture, communities, and identity.

The OWND! x Payal Gaming drop will be available on the brand's official website www.ownd.in and at the brand's stores across India.

Link to the campaign - <https://www.youtube.com/watch?v=ndmeaNetJu8>

About OWND!

Aditya Birla Fashion and Retail Ltd. (ABFRL) launched a bold new fashion brand designed for India's Gen Z and youthful, trend-conscious consumers. OWND! is inspired by youth culture, with a core mission to spark conversations and empower young people to own every moment with their unmistakable charisma. This new brand proposition, with its dynamic energy, will bring a wave of fashion retailing that resonates with the fashion-conscious & value-driven GenZ.

About Aditya Birla Fashion and Retail Ltd.

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 **Galleries Lafayette** to introduce a highend 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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