

Ananya Panday takes the lead as Aurelia's Chief Stylist for the Festive Season

The festive campaign brings Ananya Pandey-led personalised styling and AI-enabled Virtual Try-On to consumers on WhatsApp



National, 08 October 2026: Aurelia, India's leading women's ethnic wear brands from the house of Aditya Birla Fashion and Retail, is taking a more personalised approach to festive shopping with the launch of 'Styled by Ananya', a new campaign featuring brand ambassador Ananya Panday. Moving beyond the traditional festive campaign, Aurelia is bringing a personalised styling experience directly to consumers on WhatsApp, combining Ananya's styling recommendations with an interactive AI-enabled Virtual Try-On experience.

At the heart of the campaign is a simple consumer insight: finding the right festive outfit can often be as challenging as finding the occasion to wear it. 'Styled by Ananya' turns that challenge into an interactive styling experience, allowing consumers to discover festive looks with Ananya's recommendations and virtually try Aurelia outfits on themselves – all through a guided journey on WhatsApp.

The campaign film brings this idea to life through a playful festive moment, where Ananya Panday steps in when an Aurelia girl finds herself wondering what to wear. With an array of looks to choose from, Ananya takes on the role of her own festive stylist, helping her find a look that feels just right for the occasion. The film captures how consumers can explore different festive looks, see how they look on their own avatar and get a little styling help along the way – all from the comfort of home. From discovering a look to making a purchase, consumers can then choose to shop online or visit their nearest Aurelia store.

Speaking about the campaign, **Ananya Pandey** said, *"Festive dressing is one of my favourite parts of the season, but finding the right outfit isn't always as easy as it looks. There are so many things to think about—what the occasion is, what you're in the mood for, how you want to style it, and I definitely like getting a second opinion before I decide. I often share pictures with my mom or sister and get their perspective before making a decision. With 'Styled by Ananya', I wanted to bring that personal yet collaborative part of figuring out a look together into the experience. I've had so much fun exploring Aurelia's festive collection and putting together looks that feel trendy, versatile and special for the occasions we dress up for. What makes the experience even more special is being able to bring that directly to women at home—simply scan the QR code, and I can be your personal festive stylist."*

Commenting on the campaign, **Sooraj Bhat, CEO of Premium Ethnic Brands, ABFRL** said, *"Festive shopping has traditionally been about discovering collections and then figuring out what works for you. With 'Styled by Ananya', we wanted to make that journey more personal and useful. By bringing styling and Virtual Try-On together on a platform consumers already use every day, we are making it easier to move from inspiration to a look that feels right for them. It is our way of making festive shopping more intuitive, relevant and engaging."*

The campaign is anchored in Aurelia's latest festive collection, which brings a contemporary sensibility to Indian occasion wear. Featuring festive kurta sets, fluid co-ords and statement drapes, the collection is designed to move seamlessly across occasions, from intimate pujas and family gatherings to festive evenings and celebrations – while retaining Aurelia's focus on comfort and wearability.

'Styled by Ananya' is now live across Aurelia's digital and social platforms, with the personalised styling experience available on WhatsApp and the brand's website. The campaign is also being amplified across Aurelia's stores and consumer touchpoints nationwide.

With 'Styled by Ananya', Aurelia is bringing together celebrity styling, technology and its festive collection to create a shopping experience that moves beyond inspiration, helping consumers discover, visualise and choose their festive look in a way that feels personal to them.

Link to the campaign: <https://youtu.be/NnSNbIVynzo?si=KTzjdV90rTezclnh>

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 **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 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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