



W for Woman Makes Wave with a Grand Debut at New York Fashion Week 2025



Launches its Spring-Summer'25 collection at the prestigious global stage

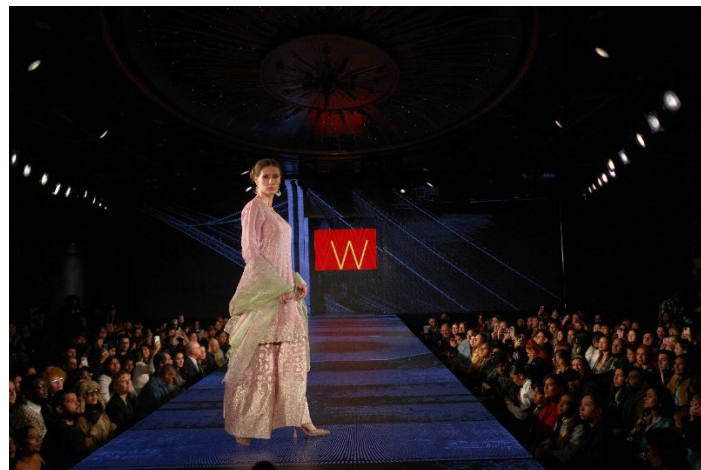
National, February 7, 2025: W for Woman, the renowned ethnic wear brand from Aditya Birla Fashion and Retail Limited, made its mark as the only Indian ethnic wear brand to headline the prestigious 'Made in India' segment at New York Fashion Week. Hosted at the iconic Sony Hall in Manhattan, this debut presentation brought the brand's Spring-Summer '25 collection to a global audience with a mesmerizing show that encapsulated the spirit of Indian fashion in three segments – Young fashion, Wedding Drama and Truly Indian. Endorsed by Bollywood superstar Anushka Sharma, 'W' is redefining ethnic fashion and proving that Indian craftsmanship has a prominent place on the world stage.

Speaking about this landmark moment, **Anant Daga, Chief Executive Officer – TCNS Division, Aditya Birla Fashion and Retail** said, *“Our debut at NYFW is a bold statement that Indian fashion is making its mark on the global stage. With ‘W,’ we’re redefining how the world perceives Indian ethnic wear, blending tradition with modernity to create timeless elegance.”*



The collection featured three distinct segments, each celebrating a unique facet of Indian ethnic fashion.

Indian Saga: Imagine stepping into a world where history and modernity meet. This capsule draws inspiration from India's rich sartorial traditions. Picture flowing, graceful silhouettes with delicate handwoven fabrics that feel like poetry in motion. Intricate embroidery swirls across the fabric, adding texture and depth, while the modern cuts of suit-inspired dresses and kurta sets bring a fresh, contemporary twist to the traditional. Lehenga skirts, draped in a way that feels both effortless and regal, transport you to a time of elegance and sophistication. Rich maroon, sapphire, and deep green hues are brought to life with shimmering gold and silver threadwork, reflecting the opulence of Indian craftsmanship.



Runway Chic: Step into a vibrant world where youth, boldness, and tradition collide. Runway Chic redefines fusion fashion with an avant-garde mix of bold prints and asymmetric hemlines that feel like a



breath of fresh air. Dresses transform into kurtis, dupattas into scarves—each piece reimagined to tell its own story. As you envision electric blues, fuchsias, and butter yellows mixing with neutral tones, the collection bursts with the energy and confidence of the modern Indian woman, ready to take on the world with style and grace.



The Wedding Drama: Dedicated to the grandeur of Indian weddings, this capsule brings to life the most lavish elements of Indian wedding wear. Imagine luxurious silks, velvets, and organzas swirling in the light, each fabric adorned with intricate hand embroidery, sequins, and delicate embellishments that sparkle with every move. Voluminous skirts flow gracefully, while dramatic capes and statement dupattas command attention. Soft pastels, regal purples, and shimmering gold create an ethereal palette that reflects both tradition and modernity. Modern necklines and sleek cuts add a contemporary touch, allowing tradition to evolve into something new and breathtaking.



This milestone moment for 'W' at New York Fashion Week marks a significant step in bringing Indian ethnic wear to a global audience. With its seamless blend of tradition and modernity, 'W' continues to



push boundaries, reaffirming its position as a pioneer in contemporary ethnic fashion. The showcase at New York Fashion Week not only highlights the brand's design prowess but also paves the way for Indian craftsmanship to gain international recognition on one of fashion's biggest stages.



About W for Woman

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

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as of March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers, while **Style Up** is an emerging value retail format.

The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter** and **Galleries Lafayette**.



The Company's foray into the branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

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