

AMERICAN EAGLE



American Eagle Launches 'Great Jeans for Everyone' Campaign in India Starring Ananya Panday and Lakshya

National, December 4, 2025: American Eagle is honoring its denim heritage with the launch of its Holiday 2025 campaign in India, headlined by Bollywood's rising stars Ananya Panday and Lakshya. The duo joins forces with American Eagle as the brand continues to strengthen its position as a leading destination for effortless, everyday style and Great Jeans for Everyone.



Captured by director Collin D'Cunha and photographer Sasha Jairam, the campaign embraces a warm, effortless aesthetic that feels true to India's youth, showcasing authentic style and great-fitting denim designed for everyday wear.

Sharing her experience, Ananya Panday said, *"Being part of this global campaign feels like a day pulled straight from my off-screen life – easy fits, nothing fussy, and jeans that actually move with me. American Eagle gets that balance of comfort and style so right, and that's why these pieces feel like my everyday wardrobe."*

Adding to this, Lakshya said, *"Comfort is everything for me, and American Eagle really nails that. Their jeans feel lived-in from the start - you can run around, hang out, shoot, travel - and never feel restricted. This campaign let me be myself, and the jeans fit perfectly into that vibe."*

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Speaking on the campaign, Yatin Athale, Brand Head, American Eagle India, said, *“American Eagle continues to lead the global conversation on jeans, and India has become one of our most exciting growth markets. By partnering with Ananya Panday and Lakshya, two of Bollywood’s most dynamic young talents, we’re reinforcing our strategy to stay at the center of culture and deepen relevance with the Indian consumer. As we complete seven years in India, our focus is on delivering fashion-forward jeans that fit beautifully, feel great, and reflect the evolving style preferences of young Indians.”*

Collection Highlights:

1. The campaign spotlights essential denim dressing, underscoring American Eagle’s commitment to jeans that look great and feel effortless.
2. With Ananya in the Ex-Boyfriend Fit and Baggy Wide Leg, and Lakshya in the Original Bootcut and Baggy Loose, the brand highlights its most versatile, easy-to-wear styles.
3. Launching with an exclusive event in Mumbai, the campaign is amplified through digital media, cinema touchpoints, and global visibility across culturally aligned markets.
4. A youth-centric creative partnership ensures the campaign remains fresh, relevant, and culturally attuned.

The campaign reflects a return to essential denim dressing and highlights what AE does best: creating great-fitting jeans that make customers look and feel good.

To bring the story to life, American Eagle worked with a creative team closely attuned to youth culture, capturing the energy and attitude that define this generation.

- Creative Agency: Vayner Media
- Talent Management: Dharma Cornerstone Agency
- Production: Imran Khatri Production & Citruz Production

Follow the campaign launch at [AE Campaign](#)

About American Eagle

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for everyone that enables self-expression and empowers our customers to celebrate their individuality. Through the brand platform “Live Your Life”, AE encourages today’s digital generation to enjoy the world around them through optimism, culture and connection with themselves and others, all while wearing the clothes that make them most confident. The brand has broadened its leadership in jeans by producing innovative fabric with options for all styles and fits for all. Visit www.ae.com to find your perfect pair of #AEJeans.

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About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer with a portfolio of beloved apparel brands including American Eagle, Aerie, OFFL/NE by Aerie, Todd Snyder and Unsubscribed. Rooted in optimism, inclusivity and authenticity, AEO's brands empower every customer to celebrate their unique personal style by offering casual, comfortable, timeless outfitting and high-quality products that are made to last. AEO Inc. operates stores in the United States, Canada and Mexico, with merchandise available in more than 30 countries through a global network of license partners. Additionally, the company operates a robust e-commerce business across its brands. For more information, visit aeo-inc.com.

About Aditya Birla Lifestyle Brands Limited

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of December 31, 2024, the Company operates a retail footprint of over 4.7 million sq. ft., comprising 3,305 exclusive brand outlets, presence across 37,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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