

Ananya Panday Becomes Chanel's First-Ever Indian Brand Ambassador

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? Ananya Panday Joins Chanel as Its First-Ever Indian Brand Ambassador

Bollywood star **Ananya Panday** has added another milestone to her growing global fashion journey — becoming the **first-ever Indian brand ambassador for Chanel**. The French luxury house announced the 26-year-old actor's appointment, marking a historic moment for both the brand and Indian representation in international luxury fashion. Ananya now joins the league of **Deepika Padukone (Louis Vuitton)**, **Alia Bhatt (Gucci)**, and **Sonam Kapoor (Dior)**, all of whom have broken barriers as Indian women fronting the world's most iconic maisons.

? The Road to Chanel

Industry insiders say the announcement was inevitable. Over the past year, Ananya's appearances in Chanel generated strong buzz and **earned media value (EMV)**, making her a natural choice.

In **October 2024**, she turned heads at the **Chanel Spring/Summer 2025 show in Paris**, sporting a chic **tweed button-down jacket and matching bermuda shorts** from the Cruise collection. The look sparked significant conversation online, further solidifying her connection with the French house.

? A Rising Global Fashion Face

Ananya Panday is no stranger to the **international fashion circuit**. She has previously walked the ramp for **Rahul Mishra's couture shows in Paris** and currently represents global names like **Jimmy Choo** and **Swarovski**, for whom she also headlines annual **Diwali campaigns** tailored for the Indian market.

With **25.9 million Instagram followers**, Ananya brings **youthful energy and mass influence**, making her the perfect face to expand Chanel's presence in **India's booming luxury market**. Industry watchers liken her role to **Zendaya's impact at Louis Vuitton** — a young, dynamic voice bridging couture and pop culture.

? A Strategic Move for Chanel

Ananya's appointment underscores Chanel's commitment to **deepen its foothold in India**, a country that is fast emerging as a key player in the luxury sector. With her global appeal and strong millennial and Gen Z following, Ananya is set to drive **brand visibility and aspirational value** for Chanel's **fashion and beauty verticals** in the region.

? Ananya Panday isn't just representing Chanel — she's representing a new era of Indian women commanding global luxury conversations.

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