

## Alia Bhatt Becomes Global Brand Ambassador for Levi's

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Alia Bhatt has already made history as the **first Indian global ambassador for Gucci**, a position she stepped into in May 2023. Her debut at the Gucci Cruise 2024 show in Seoul and accompanying media presence cemented her style credentials on a truly global scale.

Earlier, in September 2024, she extended her ambassador footprint into beauty by joining **L'Oréal Paris**. Her debut at Cannes 2025 in this new role further elevated her international appeals.

Levi's—a timeless symbol of denim culture worldwide—choosing Alia demonstrates the brand's continued push to blend authenticity with modern appeal. Reddit users reacted strongly, blending fandom and curiosity about the collaboration:

“Do brand endorsements work like a corporate ladder? ... Now Levi is the next probable thing?”

“Many brands are going after inclusivity. Why not take a famous face that doesn't look like a model?... Her fame matters more than anything.” [Reddit](#)

These comments capture how Alia's relatable persona and evolving resume resonate with today's fashion-conscious consumer—someone looking for authenticity, not just aspirational imagery.

Alia's journey aligns with a broader trend of Indian celebrities expanding from Bollywood branding into global fashion. However, as noted by **Vogue Business**, recent luxury brand strategies are diversifying beyond just Bollywood faces. Figures like Gen Z royalty Princess Gauravi Kumari of Jaipur are becoming ambassadors too—representing cultural nuance and heritage-oriented appeal.

Alia's trajectory—moving from Hollywood-linked couture in Gucci to beauty-first storytelling with L'Oréal and now denim with Levi's—showcases how her brand is both versatile and impactful across categories.

Her announced ambassadorship with Levi's signals potential upcoming campaigns featuring her in signature denim styles—perhaps reimagined with her unique spin. Given her track record, we can expect:

- High-fashion lookbooks and editorials blending her style sensibility with Levi's wardrobe staples.
- Global and Indian-market activations—possibly through digital storytelling, fashion events, or limited-edition denim lines.
- Story-driven collaborations focusing on sustainability or inclusivity, echoing her involvement in eco-conscious fashion and entrepreneurial ventures.

The Reddit thread serves as a microcosm of public perception—some are excited, others skeptical, but everyone is watching. A few standout reactions:

“That was the plan after all. Next up Hollywood, oh wait...”

“If the brand wanted to go for inclusivity, this is actually a smart choice. Alia does have a more relatable body type and she comes with popularity.” [Reddit](#)

It's clear the conversation isn't just about endorsements—it's tied to how audiences relate to celebrity branding today.

### Summary Snapshot

- **Signing:** Alia Bhatt named **Global Brand Ambassador for Levi's**.
- **Previous Roles:**
  - First Indian global ambassador for **Gucci**—May 2023
  - Global ambassador for **L'Oréal Paris**—from September 2024, Cannes debut 2025
- **Public Perception:** Fans note her relatability, rising brand appeal, and evolving “CV” that attracts premium endorsements.
- **Industry Trend:** Celeb ambassadorships are shifting to include deeper storytelling, not just star power, aligning with sustainability, culture, and narrative-driven branding.

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