

Colour-Lays: When Lay's Lip-Smacking Colours Walk in Sneakers

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Imagine turning your favorite snack's instantly recognizable packaging into wearable art. That's exactly what's happening with **Colour-Lays**, a playful, limited-edition sneaker collection created through a collaboration between **Lay's** and actor Ranbir Kapoor's fashion label **ARKS**. Taking the bold, vibrant hues of Lay's chip packs and reimagining them as sneaker silhouettes, this drop bridges nostalgia, pop culture, and streetwear—a style snack worth savoring.

From Chips to Culture

The idea behind *Colour-Lays* wasn't just creative—they wanted to ignite an emotional flashback by drawing on the vivid memory associated with Lay's packaging. The campaign's digital film captures a brainstorming session at ARKS headquarters, where inspiration struck when a basket of Lay's packs sat on the table. "That's it," someone says—and voilà, culture in sneaker form was born.

Palette of Pop-Culture Nostalgia

Four signature Lay's flavors directly translate into sneaker colors:

- Blue: *Spanish Tomato Tango*
- Red: *Magic Masala*
- Orange: *Hot & Sweet Chilli*
- Neon Green: *Cream & Onion*

Each low-top sneaker features a minimalist base, letting those bold hues pop—embracing both ARKS' design focus and Lay's cultural footprint.

What ARKS & Lay's Said

Abhinav Verma, Co-founder & CEO of ARKS, summed up the essence:

"What if we took something millions of Indians instantly recognize, and reframed it in the language of sneakers? Together, we've created not just sneakers, but a conversation between nostalgia, identity, and style." [Impact On Net](#)

Saumya Rathor, Marketing Director at Lay's (PepsiCo India), added:

"Our consumers seek authenticity, creativity, and a sense of connection...and this capsule delivers exactly that...playful, expressive, and rooted in the energy of now."[Impact On Net](#)

Beyond just branding, this capsule drop comes across as cultural storytelling—an intersection of youth nostalgia, fashion, and playful expression.

Why *Colour-Lays* Is More Than Just Fun Shoes

1. **Cutting-Edge Nostalgia** – The brand tapped into emotional resonance, turning snack-pack memories into something you can literally walk in.
2. **Fashion Meets Pop Culture** – Blending streetwear and snack culture, the sneakers become cultural markers rather than just accessories.
3. **Youth-Centric Storytelling** – For Gen Z and millennials, style and identity go hand in hand. This aligns with how today's consumers define brand appeals.

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