

‘Forces of Tyaani’ Features Kusha Kapila

Published on 13 Sep 2025 | By IFI Correspondent



Tyaani Jewellery, founded by Karan Johar, launched its latest campaign, ‘Forces of Tyaani’, featuring Kusha Kapila as ambassador.

This collaboration marks a major step for Tyaani. It aims to connect with younger audiences while promoting modern, inclusive adornment.

Campaign Concept and Vision

The ‘Forces of Tyaani’ campaign highlights the brand’s belief that jewellery is more than an accessory.

Moreover, it is an extension of self-expression. By partnering with Kusha Kapila, known for her wit and charm, Tyaani emphasizes individuality.

Consequently, the campaign underscores authenticity as central to today’s fashion landscape.

Kusha Kapila’s Role and Performance

In the campaign film, Kusha revisits her roots in performance and theatre. She delivers a message about the power of authenticity.

Even as life and circumstances change, her portrayal reminds audiences that staying true to oneself remains essential.

Jewellery Collection Featured

Styled in Tyaani’s finest pieces, Kusha demonstrates the brand’s versatility.

The collection includes necklaces, earrings, bangles, and rings made from 18kt yellow gold.

Furthermore, it features natural uncut and cut diamonds, carved emeralds, cabochon emeralds, and freshwater pearls. These designs combine traditional craftsmanship with contemporary aesthetics, reflecting Tyaani’s ethos of timeless elegance.

Brand Philosophy and Statement

Karan Johar emphasized that jewellery should mirror personality and spirit.

He said, “With Kusha, we celebrate authenticity. She brings her full self—witty, bold, and real—making jewellery part of her story.”

This reinforces Tyaani’s commitment to individuality and self-expression through its designs.

Overall, the ‘Forces of Tyaani’ campaign blends high fashion with authentic storytelling.

Through Kusha Kapila, Tyaani redefines fine jewellery for a younger, style-conscious audience.

Thus, the brand positions itself as accessible, meaningful, and deeply personal.

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