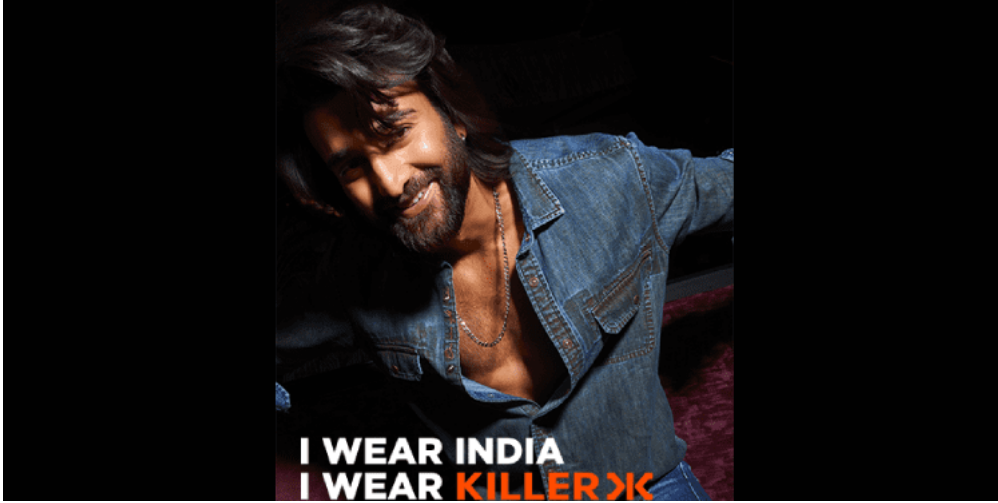


Killer Launches ‘I Wear India’ Campaign with Meezaan Jaffery

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Denim brand Killer has launched its new campaign, “I Wear India, I Wear Killer,” to mark its association with the Asia Cup 2025 as an official partner. This campaign celebrates Indian craftsmanship, youth culture, and world-class style, positioning Killer as a global ambassador of “Make in India.”

Campaign Concept and Vision

The “I Wear India” campaign challenges the myth of international fashion superiority. It highlights Indian-made denim as bold, aspirational, and globally competitive. The campaign aims to redefine “Make in India” as a statement of ambition rather than necessity. It continues Killer’s legacy as the voice of bold, globally-minded Indian youth.

Meezaan Jaffery’s Role

Actor Meezaan Jaffery, the brand ambassador for Killer, anchors the campaign. He is seen with the tagline “Upgraded. I wear India,” embodying the campaign’s message of pride and self-expression. Jaffery’s involvement underscores Killer’s commitment to celebrating Indian identity and craftsmanship.

Brand Philosophy and Statement

Hemant Jain, Joint Managing Director of Kewal Kiran Clothing Limited, stated, “Killer has always believed India doesn’t need to copy anyone. Our denim is born from local diversity, designed for our youth, and sets trends globally. ‘I Wear India, I Wear Killer’ tells the world that Indian fashion is ready to lead.” [Exchange4Media](#)

Campaign Rollout and Activations

The campaign is launched via a nationwide outdoor rollout, followed by digital and retail activations. It is bolstered by influencer collaborations, student design activities, and bold digital campaigns. These initiatives aim to engage a wide audience and promote the campaign’s message across various platforms.

Killer’s “I Wear India” campaign successfully merges fashion with national pride. Through its collaboration with Meezaan Jaffery, the brand redefines Indian fashion on a global stage. The campaign positions Killer as a leader in promoting Indian craftsmanship and youth culture. It underscores the brand’s commitment to celebrating India’s rich heritage and contemporary style.

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