

Kalki Koechlin Fronts Max Fashion's New Campaign

Published on 13 Sep 2025 | By IFI Correspondent



Max Fashion has launched its latest campaign, 'How New Is Your New?', featuring actress Kalki Koechlin. The campaign emphasizes fashion as an ongoing journey of self-expression and reinvention. With new styles arriving every week, Max aims to redefine what “new” means in fashion.

Campaign Concept and Vision

The 'How New Is Your New?' campaign invites consumers to explore their own sense of “new.” Whether it’s a festive outfit, a fresh print, or trying something unexpected, Max encourages individuality. The brand positions fashion as a constant evolution, not confined to seasons.

Kalki Koechlin's Role

Kalki Koechlin embodies the campaign's spirit with her authentic and fearless persona. She believes fashion is about self-expression and feels Max offers endless possibilities. Her involvement aligns with Max's vision of inspiring consumers to find and own their unique style.

Brand Philosophy and Statement

Sumit Chandna, Deputy CEO of Max Fashion, stated, “At Max, we bring new drops and fresh styles every week—because for us, new isn’t seasonal, it’s constant.” He emphasized that the campaign captures the spirit of consumers seeking freshness in fashion and emotions.

The campaign will be promoted through a 360° media plan, including Instagram, YouTube, Shorts, Connected TV, print, and in-store activations. Max aims to inspire consumers to discover their own “new” by engaging with the brand across various platforms.

Max Fashion's 'How New Is Your New?' campaign, featuring Kalki Koechlin, redefines fashion as a continuous journey of self-expression. By offering weekly new styles, Max encourages consumers to embrace their individuality and keep their fashion choices fresh and relevant.

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