

Myntra's Big Fashion Festival 2025 Campaign with Ranbir Kapoor & Triptii Dimri

Published on 13 Sep 2025 | By IFI Correspondent



Myntra has launched its sixth Big Fashion Festival (BFF) campaign, starring Bollywood actors Ranbir Kapoor and Triptii Dimri.

The campaign introduces Myntra's '3X' value proposition, offering triple-layered discounts to enhance festive shopping experiences.

It focuses on everyday scenarios where unexpected expenses challenge fashion aspirations, showing that Myntra makes style both accessible and aspirational.

Campaign Concept and Vision

The '3X' proposition delivers maximum value to shoppers during the festive season.

Moreover, the campaign emphasizes that fashion should remain within reach, even amidst financial surprises.

By showcasing real-life situations, Myntra connects with consumers facing similar challenges, reinforcing its commitment to accessible festive fashion.

Ranbir Kapoor Brings Humor and Relatability

Ranbir Kapoor adds a relatable and humorous touch to the campaign.

In one ad, he plays a family man overwhelmed by surprise expenses yet dreaming of a festive kurta.

Thanks to Myntra's '3X' offers, he achieves his look, showing style is possible despite financial setbacks.

Triptii Dimri Highlights Everyday Fashion

Triptii Dimri portrays a young woman whose festive plans face unexpected disruptions.

Despite challenges, she uses Myntra's offers to achieve her desired look.

This emphasizes that fashion and beauty are for daily life, not only perfect moments.

Kejal Parekh, Associate Director of Marketing at Myntra, said,

"Myntra's Big Fashion Festival delivers exceptional value to customers.

With Ranbir and Triptii, we showcase relatable situations reflecting festive dilemmas and aspirations."

The campaign actively demonstrates Myntra's mission to make fashion practical, fun, and aspirational.

Campaign Rollout and Activations

Myntra has released four ad films blending humor, relatability, and star power.

The films illustrate how BFF helps shoppers navigate expenses without sacrificing style.

Moreover, the campaign runs across digital platforms to reach a broad festive audience.

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