

Aneet Padda: Redefines Beauty with Gen-Z Candour

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At just 22, Aneet Padda is challenging traditional beauty norms as the newest face of Lakmé. In her debut Vogue India interview, she discusses how she blends vulnerability with confidence, offering a refreshing take on beauty as self-expression rather than mere decoration.

Embracing Multidimensionality

Aneet doesn't shy away from complexity. She believes in holding both doubt and confidence simultaneously, acknowledging that both can coexist within a person. This perspective allows her to navigate the pressures of public life while staying true to herself.

Beauty as Expression

For Aneet, makeup is more than a cosmetic tool; it's a form of emotional expression. She likens it to journaling, using products like glitter, blush, and eyeliner to record her moods and experiences. This approach aligns with Lakmé's evolving vision of beauty—one that celebrates individuality and authenticity.

Redefining 'Live, Love, Laugh'

Aneet challenges the notion that phrases like "Live, Love, Laugh" are cliché. She embraces them wholeheartedly, viewing them as timeless truths that encourage living authentically. Her perspective invites others to reconsider these expressions as meaningful reminders rather than trite sayings.

A New Era for Lakmé

With Aneet at the forefront, Lakmé is shifting towards a more inclusive and expressive definition of beauty. Her candidness and emotional depth resonate with Gen-Z audiences, signaling a move away from traditional beauty standards towards a more holistic and authentic approach.

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