

Slogan Tees Become Celebrities' Loudest Voice at Events

Published on 19 Sep 2025 | By IFI Correspondent



At the premiere of Aryan Khan's directorial debut *The Ba**ds of Bollywood**, celebrities flooded the red carpet. Designers pulled out every stop. Glittering sarees and runway-worthy gowns wowed the crowd. Yet comedian Samay Raina grabbed attention with simplicity instead. His T-shirt said it all: **"Say no to cruise."** Undoubtedly, the slogan referred to Aryan Khan's controversial 2021 cruise ship case. Meanwhile, the rest of the fashion statements were loud, but his was unmistakable.

A Statement

Slogan T-shirts are rarely just casual wear. Rather, they serve as subtle protests. Likewise, they let wearers express deeply personal or political messages. For example, in 2020, Rhea Chakraborty wore one with the words: *"Roses are red, violets are blue, let's smash the patriarchy, me and you."* She wore it while being questioned by NCB in Sushant Singh Rajput case. Undoubtedly, it became a defining off-screen fashion moment. Equally, it showed how slogans can push back against narratives.

Celebrity Style Meets Social Commentary

Furthermore, slogan tees blend style with activism. They allow celebrities to turn fashion into conversation starters. For instance, cricketer Yuzvendra Chahal once wore *"Be your own sugar daddy"* during court proceedings. Also, Karan Johar donned a *"Nepo Baby"* tee amid the nepotism debate. Thus, such T-shirts walk the line between witty and confrontational. They provoke thoughts without formal speeches.

The Designer and Stylist Perspective

Designers and stylists see slogans as "wearable billboards." According to stylist Divyak D'Souza, slogans are punchy, political, provocative. But he warns: messages that seem frivolous could misfire. Indeed, framing matters. The right message at the right place can elevate the tee. Conversely, bad timing can generate backlash. Hence, celebrities and brands often choose slogans with care.

For more style updates & exclusive fashion stories follow indiafashionicon.com