

Lakmé's 'Be-Jewel' Collection for the Modern Indian Woman

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Lakmé has unveiled its 'Be-Jewel' collection, featuring brand ambassadors Kareena Kapoor Khan and Aneet Padda. The collection draws inspiration from jewels, offering makeup that is both dramatic and wearable. Designed for both day and night wear, it emphasizes soft shimmers, rich colors, and skin-friendly formulations.

Kareena Kapoor Khan: Embodying Evolved Beauty

Kareena Kapoor Khan represents timeless glamour in the campaign. She showcases how icons evolve over decades without chasing trends, instead setting them. From her role as Poo in the 2000s to her current status as a working mother and style icon, she embodies confidence and presence. Reflecting on her association, Kareena stated, "Lakmé has been a constant in my journey — timeless, yet always ahead of the curve."

Aneet Padda: Bringing a Fresh Perspective

Aneet Padda adds a contemporary voice to the campaign. Known for her minimalist-meets-expressive approach, she resonates with younger audiences seeking authenticity and self-expression. Aneet emphasizes that beauty lies in individuality and encourages embracing one's unique style.

Campaign Message

The 'Be-Jewel' campaign promotes an intuitive, effortless approach to glamour. It celebrates individuality and self-expression, aligning with Lakmé's legacy of bridging heritage and innovation. By combining Kareena's enduring influence with Aneet's contemporary perspective, Lakmé reinforces its position as India's leading beauty brand.

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