

Nykaa Welcomes Deepika Padukone as Brand Ambassador

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Nykaa, India's leading beauty and lifestyle platform, has appointed Bollywood actress Deepika Padukone as its brand ambassador. The collaboration aims to redefine beauty standards and promote self-expression among consumers.

Campaign Launch: "Tum Hi Ho Nykaa"

The partnership kicks off with a campaign titled "Sirf Bahar Jaane Ke Liye Kaun Tayar Hota Hai? Tum Hi Ho Nykaa!" This campaign features Deepika in a playful avatar, encouraging women to embrace beauty as an everyday act of self-expression, not just for special occasions.

Deepika's Role and Nykaa's Vision

As Nykaa's brand ambassador, Deepika will represent the brand across key initiatives, including the Pink Friday Sale, Nykaaland, the Nykaa Best in Beauty Awards, and festive campaigns. Her authenticity and versatility align with Nykaa's vision to transform beauty in India and beyond.

Consumer Reception

The announcement has been met with positive reactions from consumers and fans alike. Many have expressed excitement about the collaboration, anticipating a fresh perspective on beauty and self-expression.

Nykaa's partnership with Deepika Padukone marks a significant step in the brand's journey to empower individuals to define beauty on their own terms. Through this collaboration, Nykaa continues to champion inclusivity and self-love in the beauty industry.

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