

AJIO & HSBC India Launch Fashion-Lifestyle Collaboration Led by Tara Sutaria

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AJIO, one of India's leading fashion e-commerce platforms, has entered into a fresh collaboration with HSBC India. The goal is simple yet ambitious: to combine fashion and lifestyle perks in one integrated offering. As part of this, HSBC India cardholders will gain access to curated fashion storefronts on AJIO, AJIO Luxe, and AJIOGram with exclusive benefits. Hence Bollywood actor Tara Sutaria leads the campaign. She is in two ad films, unveiled at a high-fashion launch event in Mumbai.

Three Storefronts, One Diverse Offering

To address different shopper segments, three distinct digital “storefronts” have been created under this partnership. Overall is tailored to different style sensibilities:

Storefront	Platform	Focus
HSBC TRNDin (on AJIO)	AJIO	Seasonal trends, everyday fashion, sneakers, accessories.
HSBC Vault (on AJIO Luxe)	AJIO Luxe	Premium access: global luxury brands, designer labels, high-fashion collections.
HSBC HAUL HUB (on AJIOGram)	AJIOGram	Geared toward Gen-Z: social-first fashion drops, creator-led edits, micro-trends.

These storefronts will refresh in line with fashion trends, festival seasons, and cultural moments. Thus, they remain relevant and timely.

Perks for HSBC India Cardholders

Apart from curated fashion, the collaboration brings several privileges for HSBC cardholders. These include:

- Exclusive discounts across the above storefronts.
- Early access to limited-edition sneaker drops.
- Capsule launches and festive edits.
- Experiential rewards, such as concert passes and lifestyle perks beyond just shopping.
- Flexible payment plans, especially for high-value luxury purchases.

- Enhanced social engagement: gamified experiences and community-led fashion hauls.

Tara Sutaria as the Face & The Launch Event

The campaign is fronted by Tara Sutaria. She features in two ad films made especially for this partnership. Therefore launch event in Mumbai stylized as a high-fashion affair. Tara walked the runway as the showstopper. Moreover, the event drew in celebrities, influencers, OTT personalities, and fashion tastemakers.

What Makes This Collaboration Stand Out

Several features make this tie-up special:

1. **Integration of fashion & finance:** Not just a discount deal, but an ecosystem where cardholders get lifestyle benefits along with access to premium fashion.
2. **Segmented offerings:** Instead of a one-size-fits-all model, it has differentiated storefronts for trend seekers, luxury shoppers, and Gen-Z.
3. **Experiential focus:** Beyond shopping, there are concerts, social-first drops, gamification—making the experience more than transactional.
4. **Early access & exclusivity:** For many fashion lovers, limited editions and capsule collections hold special appeal; this partnership delivers on that.

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