

Rasha Thadani and Vedang Raina at ALDO's FW25 Collection

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ALDO's FW25 Collection unveiling at Mumbai, highlighted by the presence of new brand ambassadors Rasha Thadani and Vedang Raina. Therefore event not only showcased ALDO's latest festive collection but also marked a significant collaboration. Meanwhile, emphasizing the brand's commitment to bold self-expression and contemporary style.

Rasha Thadani: A Vision in White

Rasha Thadani, the daughter of actress Raveena Tandon, made a striking appearance in a futuristic white ensemble. The outfit featured a sculpted high-neck design, accentuating her poised silhouette. Her look was complemented by a sleek ponytail and minimalistic makeup, allowing her to embody the essence of modern elegance.

Vedang Raina: Effortless Charm in Black

Actor Vedang Raina exuded effortless charm in a black ensemble that balanced sophistication with a touch of casual flair. The outfit, featuring a black jacket layered over a white shirt, with trousers, presenting a modern take on classic menswear. His look was accessorized with ALDO's latest footwear, aligning perfectly with the brand's commitment to style

A Campaign That Reflects a Mindset

Both Rasha and Vedang expressed their enthusiasm for the 'Try Every Thing' campaign, emphasizing its alignment with their personal philosophies. Rasha noted, "To me, this association with ALDO feels natural, because fashion is one of the ways I express myself." Vedang added, "What I love about Try Every Thing is that it doesn't feel like a campaign, it feels like a mindset." Their involvement underscores ALDO's focus on authenticity and individuality in its brand representation

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