

Sobhita Dhulipala Becomes Charlotte Tilbury's First Indian Beauty Muse

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Sobhita Dhulipala has been appointed as Charlotte Tilbury's first-ever Indian beauty muse, **marking a major milestone** for the luxury beauty brand as well as for Indian representation on a global platform. Indeed, this collaboration signifies a growing appreciation of diverse talent in international beauty campaigns. Furthermore, it reflects Charlotte Tilbury's commitment to inclusivity while celebrating distinctive beauty across cultures.

A Historic Appointment

With this appointment, Dhulipala joins a roster of **internationally renowned icons** who have represented Charlotte Tilbury in the past, including Bella Hadid, Kate Moss, and Jourdan Dunn. Therefore, her selection is not only symbolic but also strategic, as it positions her alongside global influencers while emphasizing Indian representation. Moreover, this collaboration opens new avenues for Indian models and actors in international luxury campaigns, reinforcing the brand's vision of embracing diversity and cultural richness.

Representing the Airbrush Flawless Foundation

As part of her role, Dhulipala has been selected to represent Charlotte Tilbury's **latest Airbrush Flawless Foundation launch in India**. This innovative product promises a radiant, natural finish while catering to a diverse range of skin tones. Consequently, Dhulipala's association with this campaign is especially significant, as she embodies both elegance and inclusivity. Furthermore, her involvement ensures that the brand connects meaningfully with the Indian market, demonstrating an understanding of regional beauty aspirations.

Charlotte Tilbury's Endorsement

Charlotte Tilbury MBE, the brand's visionary founder, praised Dhulipala for her **"confidence, creativity, and timeless glamour."** Therefore emphasizing that these qualities made her the ideal choice for the campaign. In addition, Tilbury highlighted that Dhulipala represents the modern, empowered woman who embraces her individuality while exuding sophistication.

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