

Why Anaita Shroff Adajania Remains India's Stylist Pro

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Styling is more than clothes to **Anaita Shroff Adajania**. It's about storytelling, identity and context. In a recent exclusive with HELLO! India, she opened up about how she defines her craft—and why many call her India's stylist supreme.

Below is a deeper look at her approach, her milestones, and how she continues to shape India's fashion narrative.

Styling as Reading People and the Room

Anaita describes styling as dual work: reading people **and** reading the room.

She asks: Who is the person? What do they enjoy wearing? What is the occasion? Then she uses instinct to tie it all together.

Finally she insists that authenticity must underlie every look—whether for red carpet, editorial or film.

Defining Moments & Fashion Statements

When asked which 2025 look she's especially proud of, Anaita cites several.

- **Kiara Advani's swimwear look** in *War 2*
- The Met Gala looks for **Isha Ambani, Natasha Poonawalla, Kiara**
(Isha in Anamika Khanna, Natasha in Manish Malhotra, Kiara in Gaurav Gupta)

Each of these, she says, was a "powerful statement in its own right."

From Bridal to Bollywood: Personal Brand in Weddings

Anaita rejects formulaic bridal looks. She believes weddings are deeply personal.

Then, she weaves in narrative, drama, and a spark of magic. Her goal: looks they "may have never seen before, yet always imagined."

Working with high-profile families like the Ambanis, she says her role is bigger than styling—it's about being part of meaningful life moments.

Cinematic Styling: From *Dhoom 2* to *War 2*

Anaita has long worked in film as a stylist and costume designer.

Her film credits include *Dhoom 2*, *Cocktail*, *War 2*.

Overall her notes that in *War 2*, the contrast between bold male machismo and Kiara's more romantic, feminine side made for compelling style interplay.

Therefore they also say some looks she designed (for example, in *Dhoom 2*) were trendsetters—now commonly seen in Indian cinema.

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