

True Religion Launches “Wrapped in True” Holiday 2025 Campaign

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Lifestyle denim brand True Religion has launched its 2025 holiday campaign, titled “**Wrapped in True**”, and it arrives with purpose and style. At the centre: Ciara — the Grammy-winning artist, entrepreneur and philanthropist — who leads a powerhouse cast of women redefining fashion, business and culture.

The Cast & the Concept

Ciara is joined by five other multihyphenate women:

- Nicole Anderson (model & real-estate agent)
- Ayan Broomfield (former pro tennis player)
- Kash Doll (rapper, actress, entrepreneur)
- Mahogany Jones (entrepreneur)
- Alisah Washington (activewear-brand founder)

The campaign celebrates authenticity, confidence and the idea of “owning your presence” — aligning with True Religion’s evolving brand message to spotlight women who don’t just wear the brand, but live in their power.

The Product Focus & Strategy

The collection and campaign highlight key seasonal pieces: puffer jackets, velour sets with faux fur trim, statement outerwear, and graphic-collegiate inspired pieces (e.g., varsity jackets, graphic polos), as well as denim staples updated for holiday flair.

Moreover, the campaign rollout is expansive: digital, video, social media, streaming audio, out-of-home (OOH) activations, and experiential touches — including a “Team True” college-campus tour and even a drone show during major college-football events in the U.S.

Why It Matters

This campaign matters for several reasons:

- It underscores True Religion’s focus on its **women’s business**, which the brand notes has grown double-digit for the last few years.

- It positions the brand at the intersection of **fashion, sports and youth culture** — hence the college-tour and sports-event activations.
- It reinforces the narrative of “more than clothing” — the brand is telling a story of empowerment and identity, not just product.

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