

Amyra Dastur Launches Loungewear Brand “Lunar Daydreamz”

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Bollywood actor Amyra Dastur is stepping into the world of fashion entrepreneurship with her newly launched label, **Lunar Daydreamz**. The announcement, first reported by *Bollywood Hungama*, positions her among the growing cadre of Indian celebrities creating their own fashion brands.

According to the article published on 10 October 2025, the brand focuses on “premium loungewear designed for everyday comfort with a touch of luxury,” aligning with Amyra’s personal style which she describes as “relaxed elegance and self-expression”.

Brand Vision & What It Offers

Lunar Daydreamz sets out with a clear vision: merge **comfort, style and sustainability** for the modern consumer who equally values fashion and functionality.

The brand’s first offering reportedly centres around loungewear that transitions effortlessly—from home to travel to casual outings. Amyra explains that the idea was born from her own search for clothing that felt both “cozy yet stylish”.

From the brand’s official “About Us” page, we learn the categories include:

- Lounge wear (co-ord sets, breathable fabrics)
- Sleepwear / nightwear
- Travel-friendly pieces with relaxed silhouettes

Why This Matters

- This move highlights how celebrity branding is evolving: rather than just endorsements, stars are creating **complete label identities**.
- Amyra is positioning herself not just as a face, but as a **creator and founder**, adding a dimension to her public persona beyond acting.
- The brand taps into larger trends: casual-luxury, sustainability, and the “work-home-travel” wardrobe shift.
- For the Indian fashion market, it demonstrates how lifestyle and influencer-driven brands are taking deeper root.

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