

Riteish Deshmukh Recognised as Best Vegan Style Icon by PETA India

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Bollywood actor Riteish Deshmukh was honoured with the prestigious **Best Vegan Style Icon** title at PETA India's 2025 Vegan Fashion Awards. This award recognizes his consistent commitment to a cruelty-free, plant-based lifestyle, along with his influence on vegan fashion and sustainable living.

The recognition reflects not only his personal fashion choices but also his entrepreneurial engagement in the vegan food space.

What Went Into the Win

Deshmukh's award was driven by several key factors:

- His fashion appearances often reflect vegan and cruelty-free philosophies—choosing materials and brands aligned with ethical living.
- His co-founding of the plant-based food brand Imagine Meats showcases how he extends vegan thinking into lifestyle and food.
- His earlier recognition by PETA India as the “Most Beautiful Vegetarian Celebrity” of 2024 underlines his longstanding advocacy for animal welfare.

Significance of the Award

This accolade by PETA India highlights a notable shift: veganism and sustainable fashion are gaining serious momentum in India. Meanwhile a mainstream actor like Deshmukh being honoured signals broader cultural acceptance. Therefore the award amplifies his role not just as a film star, but as a style influencer with a purpose.

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