

## Medhavi Nain: The New Face of Beauty Leadership

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In conversation with *Adgully* for its W-SUITE series, Medhavi Nain — GM Marketing, International Brands at House of Beauty — shares her journey leading premium, international beauty brands in India. Her story is rooted in admiration of the brand she now markets, and a resolve to bring a women-led voice to beauty storytelling.

### Launching Prestige Beauty in India: Education Before Sales

When the brand Anastasia Beverly Hills (ABH) entered the Indian market, Nain explains, the strategy did not simply focus on product availability. Instead, the emphasis was on **artistry-led education** and building a community of enthusiasts. Masterclasses by professional MUAs, immersive retail experiences, influencer collaborations: these formed the bedrock of brand trust.

Thus, the brand positioned itself as more than just makeup: as a platform for self-expression, technique, and beauty empowerment.

### Staying Relevant: The “Glocal” Approach

With global beauty brands flooding the Indian market, differentiation became key. Nain emphasises the importance of marrying global credibility with local resonance. She describes the strategy of “glocal” campaigns — aspirational, yet deeply relatable for Indian consumers.

### Experiential Moments: From Masterclasses to Community

Marketing today, she says, must go beyond one-off sales activations. For ABH in India, the focus has been on immersive experiences:

- In-store activations with personalized consultations and trials.
- MUA-led masterclasses for both professional and everyday consumers.
- Intimate influencer gatherings and community events to build deeper brand advocacy.

These efforts, Nain says, build **trust**, generate brand love, and establish long-term loyalty rather than just immediate transactions.

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