

Adidas India Taps Suhana Khan as Latest Face of Its 'Originals' Line

Published on 03 Dec 2025 | By IFI Correspondent



Global sportswear giant Adidas India has officially signed actress and style-influencer Suhana Khan as the newest brand ambassador for its 'Originals' line, with special emphasis on the iconic **Superstar** sneaker lineup.

The decision appears aimed at bridging Adidas's legacy of athletic and streetwear heritage with the modern sensibilities of young, fashion-forward Indian consumers — a demographic Suhana is known to resonate with.

- **Fresh energy meets heritage classics:** According to Adidas India's General Manager, the collaboration is meant to "reimagine iconic silhouettes for a new generation," positioning Suhana as the creative voice bridging old-school streetwear and contemporary fashion.
- **Athleisure appeal to Gen Z:** The Originals line — including the Superstar sneaker franchise — has long been a symbol of global street fashion. With Suhana on board, Adidas hopes to amplify its appeal among younger shoppers who value self-expression and style.
- **Visibility across digital and retail platforms:** As part of the deal, Adidas will leverage Suhana's social media presence along with classic retail and e-commerce touchpoints — strengthening brand visibility and accessibility across modes of shopping.

Suhana Speaks: "Thrilled to Join the Adidas Family"

In her statement, Suhana Khan expressed excitement about the new role:

"I'm super thrilled to be joining the iconic Adidas family. The brand has always held a special place in my heart, with its classic sneakers being a staple in my wardrobe..."

She added that she admires the brand's values — creativity, authenticity and staying true to oneself — positioning the partnership as a natural fit rather than a mere endorsement

This move by Adidas India is emblematic of a larger trend in fashion and lifestyle branding: **sportswear and sneaker culture are no longer niche — they are mainstream lifestyle choices.** By bringing on a rising Bollywood figure like Suhana, Adidas is threading celebrity appeal, youth culture and streetwear sensibility into its marketing fabric.

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