

American Eagle Picks Ananya Panday & Lakshya as Global Ambassadors

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Global denim and lifestyle brand American Eagle has announced a new chapter in its mission to deliver “great jeans for everyone”: the brand has named Ananya Panday and Lakshya as its global ambassadors.

To mark the announcement, American Eagle also rolled out its latest campaign in India — titled “**Great Jeans For Everyone**” — aiming to capture the spirit of youthful comfort, everyday style, and versatility.

What the Campaign Offers

- The campaign visuals — directed by Collin D’Cunha and shot by photographer Sasha Jairam — lean into a relaxed, unpretentious aesthetic, reflecting what the brand calls “authentic youth culture.”
- Ananya appears in women’s silhouettes such as Ex-Boyfriend Fit and Baggy Wide-Leg jeans — signalling a shift toward comfort + style. Lakshya does the same on the men’s wear side, wearing fits like Original Bootcut and Baggy Loose jeans.
- The campaign will be supported by a digital-first rollout, a launch event in Mumbai, and cinema-led promotions — underscoring American Eagle’s push to cement its presence among India’s younger, fashion-forward consumers.

In its seventh year in India, American Eagle sees this collaboration as a strategic effort to stay rooted in denim heritage while resonating with evolving style preferences of young Indians. The choice of Ananya and Lakshya — both known for their youthful energy and pop-culture appeal — underlines the brand’s desire to bridge global denim sensibility with Indian street-style sensibilities.

For consumers, the campaign promises more than just fashion: it’s about comfort, adaptability and clothes that feel equally at home on the streets, on sets, or in daily routines — embodying casual confidence and modern ease.

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