

Alia Bhatt Redefines Corporate Chic at Ed?a?Mamma Baby Care Launch

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Bollywood star **Alia Bhatt** turned heads at the **launch of her new baby care brand, Ed?a?Mamma**, in Mumbai on January 9, 2026 — not just for the milestone business moment, but also for her polished and fashion?forward outfit. The look blended professional tailoring with relaxed, contemporary elements, marking a striking take on “corporate chic.”

Sophisticated Vintage?Meets?Modern Ensemble

Alia’s outfit centered around a **textured wool?blend blazer** in neutral grey?brown tones, featuring **contrasting dark lapels** and standout oversized buttons that anchored the ensemble in a refined yet relaxed aesthetic. Beneath it, she wore a **crisp blue button?down shirt** — its embellished collar tips adding a subtle, feminine twist to the classic piece.

To balance the structured blazer and shirt, she chose **wide?leg dark denim jeans**, a choice that injected casual ease into the look while keeping it grounded and wearable. **Pointed?toe brown heels** completed the outfit, mirroring the earth?toned accents of her jacket and lending polish to the overall silhouette.

Minimalist Beauty Complements the Outfit

Embracing a “**clean girl**” aesthetic, Alia kept hair and makeup understated yet elegant. Her hair was styled in a sleek centre part tucked neatly behind the ears, while soft peach makeup and a dewy finish highlighted her natural glow, creating a fresh, modern frame for her fashion choice.

A Milestone in Her Entrepreneurial Journey

The event wasn’t just a fashion moment — it marked a significant step in Alia’s business evolution. Ed?a?Mamma’s newly launched baby care range focuses on simple, soothing, and nourishing skincare products. In a heartfelt post on social media, the actress shared that the products were developed over **more than a year of research and testing**, emphasising *no toxins, no harsh chemicals and no compromises* for baby?safe formulation.

She described the launch as deeply personal, drawing inspiration from her own experiences as a parent since welcoming daughter **Raha** in November 2022.