

## Star Samantha Launches Comfort?Driven Activewear Label

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**Bollywood actor and style icon Samantha Ruth Prabhu** has entered the fashion business with the launch of a new apparel and lifestyle brand named **Mile Collective**. The activewear label was unveiled on **January 15, 2026**, and is designed as a **comfort?driven activewear and lifestyle label tailored to Indian bodies and climates**.

### Co?Founders and Brand Vision

Mile Collective is co?founded by Samantha alongside **Harshita Motaparthy** and **Pravishta Nadella**. The brand is an evolution of **Mile Active**, originally launched in 2023 by Motaparthy with the goal of creating activewear suited to Indian body types and local climates. Nadella later joined the team, and Samantha was drawn in by the label's emphasis on wellness and practical design.

Samantha described the brand as a reflection of her **lifestyle philosophy**, saying movement isn't just about fitness but about **"balance, intention, and ease through the day."** She noted that the clothes feel like **"a soft cloud yet snug in all the right places"** and are both stylish and comfortable.

### Debut Collection: "OnTheGo"

Mile Collective's first collection is titled **"OnTheGo"**, designed to take wearers from workouts to travel to lounging at home. The pieces focus on minimalist silhouettes and a colour palette featuring hues like charcoal and burgundy. The brand aims to blend comfort with everyday usability, offering clothing that supports **multiple facets of daily life**, not only intense workouts.

An e?commerce platform for Mile Collective will soon be launched to provide **pan?India availability** of the brand's clothing.

### A New Phase of Growth

The launch of Mile Collective marks a new phase of growth for the label previously known as Mile Active. According to co?founder Harshita Motaparthy, the core philosophy of the brand remains unchanged: **create pieces that feel good to live in**. The new label builds on this idea by offering versatile apparel that adapts effortlessly to busy lifestyles.

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