

Influencer Simran Balar Jain Named Face of Bravee's Empowerment Movement

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BRAVee, the women's support solutions sub-brand under the **House of Beauty India** portfolio, has announced the appointment of **Bengaluru-based influencer and body-positivity advocate Simran Balar Jain as its new brand ambassador**, marking a strategic move to deepen the brand's engagement with young women and promote self-care, confidence, and body inclusivity.

Championing Confidence and Inclusivity

Simran Balar Jain, widely recognized for her advocacy of body inclusivity and her authentic storytelling about women's everyday experiences, aligns closely with **Bravee's mission**: to redefine confidence through innovation, comfort, and empowerment. In her role, she will spotlight the brand's thoughtfully designed, sizeless support solutions and highlight how they address real challenges women face in their day-to-day lives.

Her influence extends beyond social media content; Simran's bold presence at high-profile platforms, including appearances at events like **the Cannes Film Festival**, reflects her fearless persona—one that embodies Bravee's ethos of breaking societal standards and empowering women to feel confident without limitations.

A Partnership Rooted in Authenticity

Speaking on the collaboration, **Vibhuti Arora**, Founder of House of Beauty India, said that Simran brings "**credibility, authenticity, and a strong voice to conversations around self-care and body confidence.**" Arora added that Simran's ability to connect with women and address genuine needs makes her an ideal representative for the brand.

The partnership underscores Bravee's broader objective to strengthen its visibility among younger audiences through influencer-led communication while continuing to champion everyday confidence and comfort.

About Bravee by House of Beauty

Launched in 2020 as part of the House of Beauty master portfolio, Bravee (pronounced "**BRA-Vee**") focuses on creating innovative, sizeless support solutions designed to help women feel comfortable, supported, and confident in their own skin. The brand began with essentials like nipple covers and body tape and has since expanded its offerings to include butterfly push-up bras, nipple patches, and a variety of inclusive support products across sizes.

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