

## ZILO Taps Fashion Expert Anaita Shroff Adajania to Lead Curated Style

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Celebrity fashion stylist **Anaita Shroff Adajania** has teamed up with **ZILO**, India's fast-growing fashion-tech platform, stepping into the role of **Style Director** while also joining the company as an **equity partner**. The collaboration marks a strategic milestone for the brand as it blends editorial-driven curation with quick-commerce speed.

ZILO, which specialises in delivering fashion conveniently and rapidly to consumers, has long focused on speed and trends. With Anaita's creative leadership, the platform aims to enhance its curated shopping experience — bringing expert styling directly into the user journey.

### Elevating Curated Fashion Experiences

In her new role, Anaita will **curate exclusive style edits**, guide **trend-led collections**, and help onboard **new fashion brands** onto the ZILO platform. Users will be able to explore her fashion selections through a dedicated section on the ZILO app — a space designed to bring runway-inspired insights into everyday wardrobes.

This move underlines ZILO's goal of combining **rapid delivery with thoughtful curation**, ensuring customers can discover fashionable looks that feel both current and accessible. Anaita's participation as an equity partner signals not just a creative collaboration but a long-term strategic investment in the company's vision.

### Industry Impact and Vision

Industry observers see this partnership as a **significant step in democratising expert fashion styling** in India. By integrating celebrity-level editing and curated insight into a quick-commerce platform, ZILO is breaking new ground in how consumers discover, try, and shop fashion in real time.

Anaita's involvement — drawing on her extensive experience styling celebrities and shaping fashion narratives — enhances ZILO's editorial credibility while giving shoppers a **trusted stylist's perspective without the premium price tag or complexity of traditional fashion consultancy**.

### Looking Ahead: Style Meets Accessibility

For ZILO's founders, Anaita's partnership not only enriches the fashion experience but also reinforces confidence in the company's growth strategy. As quick-commerce continues to evolve, blending **speed, style and expert curation** could become a defining trend in India's fashion-tech landscape.

With this collaboration, shoppers may increasingly view ZILO not just as a delivery service — but as a **trusted style destination that helps them stay fashion-forward, thoughtfully curated, and effortlessly delivered**.

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