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Arrow Launches First Womenswear Capsule with Khushi Kapoor

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Heritage menswear label **Arrow** has taken a major step forward by entering the women's fashion segment with its first online-exclusive capsule collection, featuring **Bollywood actor and style influencer Khushi Kapoor** as the face of the campaign. This move marks a new phase in the brand's evolution, broadening its appeal beyond traditional menswear into modern women's wear.

The limited edition collection, available only through e-commerce channels, includes about **25 pieces** designed to cater to today's style-conscious women. The range spans structured wardrobe staples such as cropped blazers, wide-leg trousers and waistcoat-and-pant combinations, as well as relaxed dresses that balance professional polish with everyday comfort.

Arrow describes the capsule as a **"work-to-weekend"** wardrobe — pieces versatile enough for office settings yet styled to transition naturally into more casual, off-duty looks. Choosing an online-first strategy reflects how consumer shopping habits increasingly favour digital platforms, while also allowing Arrow to connect directly with younger, digitally native customers.

In the campaign visuals, Kapoor showcases several outfits from the line, demonstrating how the garments can be styled for both business environments and laid-back occasions. Her involvement underscores Arrow's effort to position the collection as relatable yet aspirational for a new generation of fashion buyers.

Swapnita Singh, Business Head of Arrow's Womenswear Vertical, explained that the online-exclusive launch is a **strategic response to evolving fashion preferences**, designed to make sophisticated yet accessible style easy to shop for modern Indian women.

The new Arrow womenswear pieces are now available on leading digital fashion platforms, including **Nykaa Fashion and Ajio**, reinforcing the brand's growing omni-channel approach.

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