

AND celebrates women



Kareena Kapoor Khan in the striking emerald tie-up dress by AND

AND, a brand synonymous with chic Western wear has been unveiled at Urban Trendz in Colpetty by Royal Lanka Agencies. The Indian contemporary western clothing brand celebrates the power of women and spotlights women who have risen above boundaries and overcome prejudices.

The campaign #ANDiRISE attempts to reach out to such extraordinary women who believe they are unstoppable. Indian actress, Kareena Kapoor Khan leads the league of four women in the latest campaign, all of who have created their own future and live on their own terms. AND has also launched a series of inspirational stories, which not only motivates, but also inspires women to accomplish their dreams.

“AND has always stood for the modern independent woman who is out there breaking stereotypes. I’m a big believer that women today can do anything they set their minds to. I feel this with each passing year and I see myself doing more and more, and I love it. I believe AND stands for this very spirit”, says Kareena Kapoor Khan.

The brand has evolved to keep pace with dynamic lifestyles and the ever-evolving styles of the modern South Asian woman.