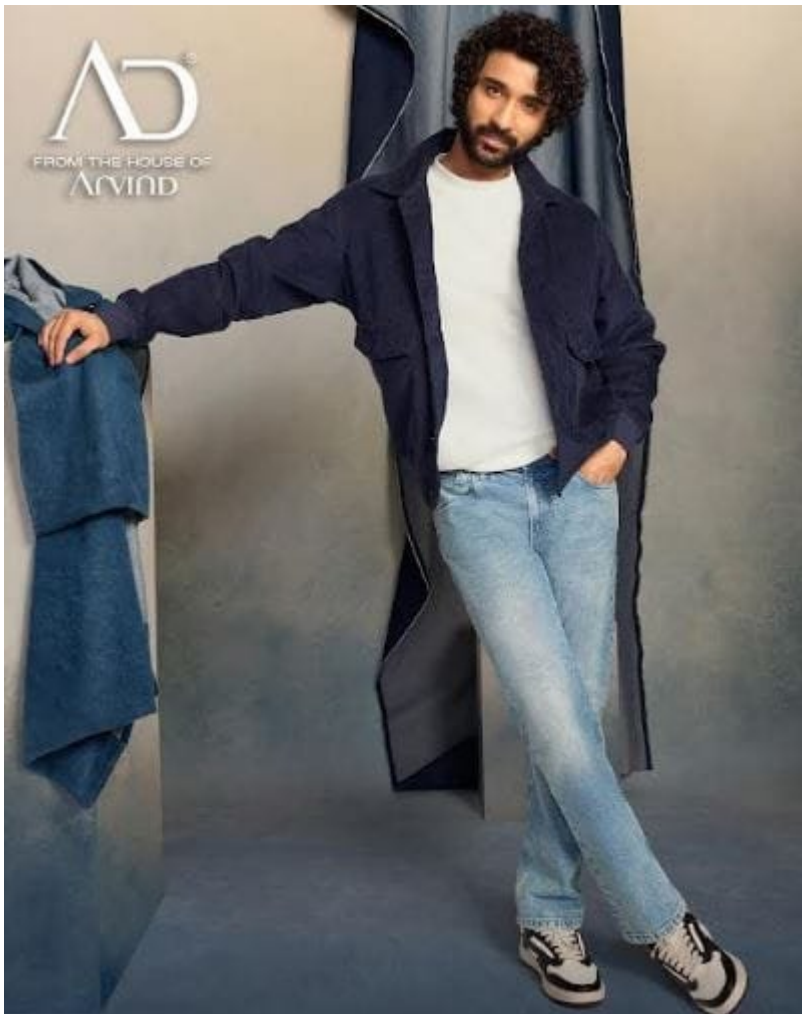


Arvind Strengthens its Denim Legacy with New AD Denim Collection and Raghav Juyal Campaign

Category: Business

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Arvind Limited, one of India's pioneers in denim, has unveiled its latest **AD Denim collection**, accompanied by a new campaign featuring actor and youth icon **Raghav Juyal**. With over five decades of denim expertise, Arvind continues to evolve the category through fabric innovation, craftsmanship, fits and finishes. AD Denim, from the House of Arvind, brings this legacy to a new generation through contemporary silhouettes,

premium fabrics, comfort and versatility.



Raghav Juyal for Arvind AD Denim Collection

Commenting on the launch, **Pranav Dave, Chief Business Officer – Retail, Arvind Limited**, said, “Arvind’s relationship with denim goes back decades, and our expertise has always been rooted in our ability to innovate across fabric, fit, finish and craftsmanship. With AD Denim and our campaign featuring Raghav Juyal, we are bringing this legacy to a new generation in a way that feels contemporary and authentic. Through Arvind Denim Lab, consumers can take this journey a step further—from choosing denim to creating denim that is truly their own.”

The new **AW'26 collection** highlights **new** fits, offering consumers distinct silhouettes designed for everyday comfort and personal expression. From timeless indigo to contemporary washes and finishes, the collection reflects the many ways denim can become an extension of one's personality.

At the heart of the campaign is the thought "**Real Comfort. Real Denim. For the Real You.**" Featuring Raghav Juyal, the campaign celebrates authenticity and individuality, connecting Arvind's deep denim heritage with a generation that believes personal style should come without a rulebook.

Campaign video link: youtu.be/yvh4HAjJGsI?si=9wJgj0mm_7PS54g6

Taking the denim experience further is **Arvind Denim Lab (ADL)**, a distinctive custom-made denim experience where consumers can create a pair that is uniquely their own. Consumers can explore premium denim fabrics, including select fabrics from **Italy and Japan**, and personalise their denim across fabric, fit, washes, finishes and detailing. ADL also offers custom measurements and personalisation options such as leather patches, buttons, rivets, zodiac details and monograms.

With AD Denim, Raghav Juyal and Arvind Denim Lab, Arvind continues to build on its denim legacy—bringing together heritage, craftsmanship, innovation and personal expression for the modern Indian consumer.

