



Breaking the stereotype of mainstream fashion

On completing 20 years, denim casual wear brand Mufti has roped in Kartik Aaryan as its maiden ambassador, and also as the face of its Autumn-Winter '18 collection. Kamal Khushlani, founder and MD of the brand, launched it in 1998 with one ambition — to provide an alternative dressing solution that didn't conform to the uniform codes of mainstream fashion. Since its inception, Mufti has evolved as a brand, and Kartik's fun, easy-going and youthful persona fits in perfectly with its image. Also, he is among the most popular faces in Bollywood today, with hits like *Pyaar Ka PUNCHAMA 2* and *Sonu Ke Titu Ki Sweetie*.

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