**Softline’s ode to Girl Power: Let’s Match it by Softline, ‘coz aren’t we all girls?’**

**Softline is proud to Announce Wamiqa Gabbi as the new Brand Ambassador**

**Match It By Softline Launches 'Aren’t We All Girls?' Campaign: Celebrating the Spirit of Modern Indian Women**

Match It By Softline, a brand from the house of Rupa, is proud to unveil its latest campaign, *'Aren’t We All Girls?'*, which celebrates the courage, resilience, and multifaceted lives of modern Indian women. With this campaign, the brand honours the spirit of women who confidently balance multiple roles, all while staying true to themselves.

The vibrant campaign features women dancing and singing to a lively anthem, united by a shared sense of empowerment. Their message is clear and bold: *"Aren’t we all girls?"* – a statement of solidarity and celebration of womanhood.

**Match It by Softline**, the new outerwear collection, is designed to meet the practical needs of the modern woman’s wardrobe. With a wide array of colours, prints, and patterns, it offers the perfect blend of style and comfort. Each piece is thoughtfully crafted to reflect the individuality and dynamic lifestyle of Indian women, offering endless options for mix-and-match dressing.

**Vikash Agarwal**, Director of Rupa & Company, commented: “India’s rise on the global stage is powered by its youth, and our young women are leading the way in every sphere of life. ***'Match It by Softline'*** reflects the essence of this ‘Girl Power.’ We are delighted to collaborate with **Wamiqa Gabbi**, our new brand ambassador, whose style and energy perfectly complement the values of our brand. With our range of pants, leggings, palazzos, and tees, we’re confident that women will love the versatility and flair of our collection.”

**Wamiqa Gabbi**, the new brand ambassador of *'Match It by Softline'*, shared her excitement: “I’m thrilled to be part of this journey. Softline’s focus on comfort, style, and adaptability resonates with my own approach to fashion. It’s empowering to represent a brand that designs for the diverse needs of today’s women, offering both elegance and ease.”

The *'Match It by Softline'* collection is now available at [**softlinegirl.com**](http://softlinegirl.com/), Amazon, Flipkart, and leading retail outlets across India.