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## **Kajal Aggarwal Ventures into the Home Lifestyle Space with her Exclusive Brand Licensing Program**

Renowned actress Kajal Aggarwal, widely acclaimed for her stellar career in cinema, is poised to make a lasting impact in the home lifestyle Space with the introduction of her exclusive Brand Licensing Program. Partnering with Swag, a leading brand licensing company renowned for creating and establishing some of India's most prominent celebrity-led brands, Kajal Aggarwal aims to bring her visionary home design ideas to life.

Inspired by a profound passion to blend India's rich cultural heritage with contemporary living aesthetics, her Brand Licensing Program promises to seamlessly integrate traditional artistry with modern design sensibilities. She aims to develop premium home lifestyle products that resonate with both heritage enthusiasts and modern homeowners.

For the upcoming launch of her Brand Licensing Program at the HGH India tradeshow, renowned celebrity Kajal Aggarwal expressed her enthusiasm, stating, *"At this stage in my life, focusing on Home Lifestyle categories comes naturally. I am deeply passionate about the vibe and design aesthetics that shape our homes. I am looking forward to bringing my home design ideas to fruition through my brand and am excited to meet and engage with industry leaders at HGH India to explore potential collaborations."*

Mr. Vishal Sinha, CEO of Swag, stated, *"Celebrities like Kajal Aggarwal possess significant influence, and this Brand Licensing Program provides a unique opportunity for companies in the Home Lifestyle sector to collaborate with them. It allows for the development of products that reflect their authentic persona and design ideas, which are aspirational and resonate well with target consumers, thereby creating strong consumer engagement."*

Join us on July 4th, 2024, at HGH India, to witness the debut of Kajal Aggarwal's Brand Licensing Program targeting the Home Lifestyle space. Attendees can anticipate an immersive experience, engaging directly with Kajal herself as she shares insights into her creative process and collaborative partnerships. Make sure to mark your calendars and be part of this exciting journey as Kajal Aggarwal ventures into the realm of home lifestyle, poised to redefine elegance and cultural resonance in modern living.

### **For Enquiries:**

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### **Drive Link For Image and Swag Logo:**

<https://drive.google.com/drive/folders/1FbBll12xBaGuqMVfMqskZw2fSB-G0mW2?usp=sharing>