# Urban Style in Motion: AD by Arvind Unveils Spring Summer 2026 with Raghav Juyal

'AD', the contemporary ready-to-wear brand from the House of Arvind, has launched its **Spring Summer 2026 menswear collection**, titled *Raghav's Collection X Urban Pause 2.0*, inspired by actor and youth icon **Raghav Juyal**. The new collection reflects a fresh approach to modern menswear, combining breathable fabrics, engineered fits, and versatile silhouettes designed for the dynamic lifestyle of the modern urban man.

Raghav Juyal, known for his expressive personality and unique style, perfectly represents the spirit of the collection. Through this collaboration, AD emphasizes authenticity, individuality, and movement—encouraging men to express themselves confidently while embracing comfort in everyday fashion. The Urban Pause 2.0 concept highlights the importance of slowing down in a fast-paced world and reconnecting with one's authentic self.

To bring the collection's philosophy to life, the brand has launched a vibrant campaign film featuring Raghav Juyal, showcasing multiple looks from the new line. The film captures the message of **"Be the Movement,"** inspiring individuals to celebrate their uniqueness and style with confidence.

Speaking on the launch, **Pranav Dave, Chief Business Officer – Retail, Arvind Limited**, emphasized that comfort is not just a product feature but a mindset. The brand aims to create clothing that aligns with the real lifestyles of modern men while enabling them to express themselves authentically.

Alongside the collection launch, AD also introduced **adbyarvind.com**, its new digital platform designed to offer consumers a seamless and immersive brand experience while expanding the brand's direct engagement with customers.

With its blend of style, comfort, and individuality, AD's Spring Summer 2026 collection marks another step forward in redefining contemporary menswear for India's evolving fashion landscape.