

Bata India's new Celebration campaign makes wedding guests the real showstoppers

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Make Your Way in style with the latest collection featuring crystal-studded heels, golden sneakers & an array of loafers at unbelievable price points

Bata India is thrilled to announce its all-new campaign, celebrating the real stars of every wedding—the guests who bring the party to life! The latest Celebration campaign embraces weddings as a full-blown carnival where family and friends Make their Way to celebrate together in style. The new collection is specially designed keeping in mind the various wedding functions, for every wedding moment—from dancing the night away at the Sangeet to leading the Baraat with full energy or effortlessly juggling bridesmaid/groomsmen duties. With prices starting at just INR 999, the latest footwear range is available across 1900+ Bata stores, [Bata.com](https://www.bata.com) and leading e-commerce platforms.

Designed to keep you moving through the whirlwind of wedding festivities, the latest footwear styles feature a stylish line-up of dazzling ombre crystal & metallic heels, comfortable mules and elegant flats for women, alongside metallic sneakers from North Star for women to ace that fusion look and not compromise on comfort. For men, the collection offers timeless leather loafers, breezy open flats perfect for Haldi ceremonies, classic lace-ups, and traditional peshawaris that seamlessly blend heritage with contemporary flair. Crafted to complement the style of every modern wedding guest – from the trend-savvy bridesmaid to the ever-energetic Baraati – the Celebration Collection ensures you're effortlessly stylish at every celebration.

Commenting on the campaign, Deepika Deepti, Head of Marketing, Bata India, said, “We're celebrating the real style icons of every wedding – the fashionistas who bring the glamour, the guests who own the dance floor and keep the energy high through every ceremony. With this latest Celebration collection, we want our customers to Make their Way to a stylish wedding season without burning a hole in their pocket.”

Rooted in its legacy of quality and innovation, Bata's latest Celebration Collection offers designs that cater to both fashion and function, ensuring that every step you take is as confident as it is comfortable and that too at wow pricing! Available across all Bata stores and online, the collection is designed to accompany you through every cherished celebration and memorable occasion.

About BATA India

For close to a century, Bata India has been a symbol of trust and quality for Indian consumers, serving 250,000 customers every day in 2023. Throughout this journey, Bata has continuously evolved to cater to the diverse needs and preferences of its customers to become the largest footwear retailer and manufacturer in the country. Its expansive retail network consists of 1900+ stores (Company Owned and Franchise). Augmented by thousands of Multi multi-brand outlets and a robust omnichannel presence across D2C and marketplaces, Bata India sells close to 50 million pairs annually.

Bata India's mission is to make global trends and premium fashion accessible to all consumers through its extensive retail network. It is redefining the intersection of fashion and comfort through its various brands – Bata Red Label for in-trend global styles, Bata Comfit for technology-enabled comfort in daily wear, athleisure brand Power for fitness sneakers and apparel, NorthStar for sneakers inspired by global youth trends, fashionable range of clogs and slip-ons under Floatz, kids brand Bubblegummers that have won the trust of parents while inspiring fun, and Hush Puppies the global brand that epitomizes comfort and elegance to name a few.

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