

Tamil Movie Star Gautham Ram Karthik to be the New Face of Derby

Category: Business

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- Tamil Nadus Leading Denim Brand Amplifies Youth Appeal with Strategic Celebrity Partnership

Derby, Tamil Nadus premier denim and menswear brand, announced the appointment of acclaimed Tamil Film Actor Gautham Ram Karthik as its official brand ambassador. This strategic partnership marks a pivotal moment in Derby's ambitious expansion plans as the brand sets its sights on capturing the hearts and wardrobes of Indias young, style-conscious demographic.



(L-R) Vijay Kapoor, MD, Derby; Film Actor Gautham Ram Karthik; Rakhi Kapoor, Founder, Dwi

With nearly 50 retail outlets across South India, [Derby](#) has established itself as the go-to destination for quality denim and contemporary menswear. The brands decision to partner with Gautham Ram Karthik reflects its commitment to resonating with todays ambitious youth who value both style and substance.

*"Gautham Ram Karthik embodies everything Derby represents – hes classy, accessible, and genuinely talented," said **Mr. Vijay Kapoor, Managing Director, Derby**. "His natural style and connection with young audiences make him the perfect ambassador for our next phase of growth. Like our denim, hes authentic, versatile, and always camera-ready."*

Gautham Ram Karthik, known for his compelling performances and effortless style both on and off screen, expressed his enthusiasm for the collaboration, *"Derbys commitment to quality craftsmanship and contemporary design aligns perfectly with my personal style philosophy. Im excited to represent a brand that truly understands what todays young men want – clothing that looks great and leaves a mark."*

The partnership comes at a strategic time as Derby prepares to accelerate its expansion across India through ecommerce. The

brand plans to leverage Gautham Ram Karthik rising star power and authentic appeal to strengthen its position in key markets while attracting new customers who aspire to combine classic style with modern sensibilities.

Derbys association with Gautham Ram Karthik will be showcased through a comprehensive 360degree campaign that reflects the actors personal style aesthetic.

For more details, please visit: www.derbyjeanscommunity.com

About Derby

Established as Tamil Nadus leading denim specialist, Derby has grown into one of South Indias most trusted menswear brands. With nearly 50 outlets, Derby combines quality craftsmanship with contemporary design to serve style-conscious men across the region. The brand is committed to expanding its footprint while maintaining its reputation for accessible luxury and superior fit.

