

GetLook ropes in Vaani Kapoor for upcoming brand campaign

The campaign series will spotlight the at-home beauty platform's services, focusing on convenience, hygiene and trained professionals ahead of Navratri



Bengaluru, Karnataka Oct 12, 2026 ([Issuewire.com](https://www.issuewire.com)) - [GetLook](https://www.getlook.in), the at-home beauty and salon services platform, has announced Bollywood star Vaani Kapoor as the face of its upcoming brand campaign series. The association brings together Vaani's contemporary elegance with GetLook's vision of making professional salon experiences accessible from the comfort of home.

The brand campaign series will feature Vaani experiencing GetLook's range of [at-home beauty services](#), including Gold Facial, Korean Glass Wax, Pedicure, and other salon services. Through a mix of beauty, lifestyle, and light storytelling, the campaigns will bring out the story behind the delivery of professional beauty services at home by emphasizing the trained professionals, products, hygiene, and convenience. With Navratri being a season of celebrations, at-home beauty services provide a convenient way for customers to prepare for the festivities.

Commenting on the association, **Gaurav Maheshwari, Founder, GetLook**, said, "The association with Vaani represents a great milestone for us at GetLook as we continue to grow the brand into a place where people can come for quality professional beauty and salon services right from their homes. The elegance she exudes and her relevance to the current lifestyle are one reason why she fits well with our campaign. Having established a ₹50 Cr+ business as a bootstrapped company, we are now in a phase where we have set ourselves an ambitious goal of growing to a ₹100 crore business by 2027."

Vatsala Kothari, Founder, GetLook, added, "For us, beauty is about more than a service; it is about creating an experience that fits seamlessly into everyday life. Vaani brings a natural elegance and relatability to this thought, making her an ideal fit for the campaign. As we enter our next phase of expansion, we plan to launch in five additional Tier 1 and Tier 2 cities and grow our network to 5,000+ beauty professionals over the next six months. This expansion will help us take quality at-home beauty services to more consumers while creating greater opportunities for skilled beauticians beyond traditional salon spaces."

The campaign series is built around everyday beauty and self-care moments, with Vaani engaging with GetLook's services. With Vaani Kapoor bringing the brand campaign series to life, GetLook aims to showcase how professional beauty services can fit more seamlessly into modern lifestyles. The first campaign featuring Vaani is set to launch soon, with additional films from the series to follow.

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