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COVER

ELLE Digital Cover Star: Bobby Deol's Second Coming Is the Plot Twist No One Saw Coming

He conquered memes, nostalgia, and even cynicism—now Bobby Deol reveals how resilience turned his twilight into the spotlight

17 MAR 2025 | KANNAGI DESAI



Amid the gentle chaos of a vintage rug store, Bobby Deol is an anomaly. Surrounded by intricately patterned Persian rugs, his relaxed attire contrasts vividly with the timeless opulence of the setting—yet, somehow, nothing feels out of place. There's an ease, a familiarity to him. He carries the seasoned calm of someone who's done this countless times before, yet there's a sharper edge, an assuredness that's distinctly new. Even as

stylists fuss over him, his eyes periodically flick to a cricket match playing silently in the distance. He's invested—not merely a spectator, but a superfan, gently requesting as we wrap up, “Pray that India wins.” This juxtaposition is quintessentially Bobby—effortlessly glamorous yet quietly ordinary, a superstar who's as invested in a cricket score as he is in his next take.

The Second Innings



On Bobby Deol: Raw twill Estivo flannel shacket and distressed luxe italian denim, both by Gas Jeans. Philipp Plein Chronograph Spectre brown watch by Just Watches by Timex Group. 997R shoes by New Balance. Rugs by Jaipur Rugs

“You’ve been in this industry long enough to see yourself as a newcomer, a star, an underdog, a meme, and now, a phenomenon,” I start, noting how absurdly reductive labels can sometimes feel. Deol’s eyes soften with introspection as he considers the weight of three decades spent under public scrutiny. “When you look at your journey, what do you see?”



On Bobby Deol: Luxe Bianco textured tee, Bianco twill over-dye shirt and Classico sculpted light denim, all by Gas Jeans. Philipp Plein Chronograph Spectre black watch by Just Watches by Timex Group. Rugs by Jaipur Rugs

His response mirrors his presence on set—unpretentious yet profound. "Something I always had around me was my family. I'm very blessed." It's a simple answer, yet it anchors a complex narrative—Deol, a star whose stardom has ebbed and flowed unpredictably, has always held family as his core—unwavering and constant amid change.



On Bobby Deol: Kant iconic blu denim shirt and hyper clean slim denim, both by Gas Jeans. Philipp Plein Analog Skull watch by Just Watches by Timex Group. Rugs by Jaipur Rugs

It's impossible to talk about Deol without confronting the phenomenon he's unwittingly become—Lord Bobby, the digital deity of memes, nostalgia, and playful worship. I ask if he finds this strange devotion unsettling or secretly delightful. He laughs with a hint of genuine affection. "Initially, they chose the wrong way of reacting to me," he admits, referring to his years in Bollywood's wilderness. "But I never gave up, and maybe they saw something they see in themselves—the courage to stand up and fight all odds." He pauses briefly. "Now it feels like love."

A Drama Worth Revisiting



On Bobby Deol: Outdoor jacket, pant, Galet Gaine necklace, Etrier bracelet and Jaimy ankle boot, all by Hermes. Rugs by Jaipur Rugs

Our conversation drifts back to his youth, a period immortalised by films like Barsaat, and I ask him to cast his younger self in today's cinematic landscape. Deol responds without hesitation, "I would choose drama—something real, layered. Back then, it was about showcasing every capability I had—but inevitably you get stuck with one image," he adds quietly, offering a glimpse of a creative hunger that still persists.



On Bobby Deol: DP blazer and London trench, both by 431-88. Denim with hand-painted mud washed surface by HUEMN. Philipp Plein Chronograph Spectre black watch by Just Watches by Timex Group. Jaimy ankle boot by Hermes. Rugs by Jaipur Rugs

Stardom, he admits, never intoxicated him the way people assumed it might. "When my career slowed down, I never really thought about number games," Deol says candidly. "I was just happy people liked me. But then you realise you must compete—not just for yourself, but because you have people to care for, and responsibilities to fulfil. That's what I learned when the spotlight dimmed."

Family First, Always



On Bobby Deol: Raw twill Estivo flannel shacket and distressed luxe italian denim, both by Gas Jeans. Philipp Plein Chronograph Spectre brown watch by Just Watches by Timex Group. 997R shoes by New Balance. Rugs by Jaipur Rugs

There's also quiet honesty when Deol talks about his famously private family life. "People imagine we live in a joint family, and everything is perfect. But nothing's perfect," he admits with refreshing candour. "Everybody has good days and bad days. Everybody's lives are very similar." It's a rare glimpse behind the Deol household's carefully guarded walls, a reminder of his humanity beneath the celebrity veneer.

We pause briefly as the photographer readjusts the frame, the team fussing delicately over his ensemble. He smiles politely at familiar faces, glances quickly at his phone, and cheers softly when India scores another boundary in the cricket match playing silently in

a distant corner. The actor who communicates through quiet gestures rather than idle chatter—there's dignity in his reserve.



On Bobby Deol: Outdoor jacket, pant, Galet Gainé necklace, Etrier bracelet and Jaimy ankle boot, all by Hermès. Rugs by Jaipur Rugs

I ask if he ever felt compelled to put on an act—to embody Bobby Deol when he felt least like himself. He shakes his head decisively. “I never acted like Bobby Deol. What you see is exactly me. I am who I am because of people and the love they've shown. I cannot take that for granted, no matter what mood I'm in.” This earnest humility threads itself through our entire exchange.

The Reinvention



On Bobby Deol: DP blazer and London trench, both by 431-88. Denim with hand-painted mud washed surface by HUEMN. Philipp Plein Chronograph Spectre black watch by Just Watches by Timex Group. Jaimy ankle boot by Hermes. Rugs by Jaipur Rugs

He's played the romantic hero, the quintessential good guy, but it's in characters shaded grey—complex, morally ambiguous roles—that he's found a creative rebirth. "Playing the antagonist is fun," he admits candidly, "because they're layered. No one's perfect. Everyone is grey. I enjoy characters that mirror life more realistically." This hunger to delve into deeper, more intense portrayals feels symbolic of Deol's own journey—layered, nuanced, and thoroughly compelling.



On Bobby Deol: Outdoor jacket, pant, Galet Gaine necklace, Etrier bracelet and Jaimy ankle boot, all by Hermes. Rugs by Jaipur Rugs

Towards the end of our time together, I ask about his place within the iconic Deol legacy —son to Dharmendra, brother to Sunny, and now a cultural phenomenon in his own right. "It's difficult," he admits frankly. "We think alike but we're different. Sometimes you want the films your brother did, but they're already done. I'm proud of being a Deol, but I've learnt to forge my own path." There's pride but also a quiet acknowledgement of pressures unique to dynasties. Yet, he wears this legacy with an ease that feels graceful.

Bobby Never Gives Up



On Bobby Deol: DP blazer and London trench, both by 431-88. Denim with hand-painted mud washed surface by HUEMN. Philipp Plein Chronograph Spectre black watch by Just Watches by Timex Group. Jaimy ankle boot by Hermes. Rugs by Jaipur Rugs

I ask finally, "What's next? You've conquered nostalgia, reclaimed your stardom, and now everyone's watching." He grins, "Every morning I wake up and tell myself I'm going to conquer the world. Some days you win, some you lose. But Bobby never gives up," that last part might be in my head.

As the shoot wraps, Bobby Deol stands effortlessly amid the quiet elegance of aged carpets, embodying reinvention in its truest form—not loud or forceful, but deeply authentic and resolutely human. His presence, quiet yet commanding, says it all—Lord Bobby has returned, and this time, he's here to stay.

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