



Myntra launches digital campaign featuring a customer from Patna

Bengaluru, January 16, 2018: Myntra recently launched a digital campaign featuring one of its most consistent shoppers, Shristi, from Patna. This video is the second in the 'Myntra Unforgettables' series, that pays tribute to some of its most loyal customers.

Over 50% of Myntra's customers belong to Tier II and III cities and towns and one such customer is Shristi who was identified using data driven insights. In the 2 minute video, we see how Shristi, who was once shy and conservative and perceived fashion as a means to look good for the world, rather than to feel good from within, underwent a transformation. A setback in her personal & professional life changed the way she sees the world today. She came to realize that in the end all that mattered is you and how you perceive the world. Her story is not just about shopping, brands or style, but also about feeling elated.

Taking note of her enthusiasm for fashion, Myntra decided to honor and celebrate her as one of its most valued customers.

Myntra's latest digital campaign

The video is called 'Myntra Unforgettables with Shristi', where Shristi is seen narrating her experience as a fashion forward individual from Patna.

The film begins with the everyday hustle bustle of the city, and a mirror reflection of Shristi applying Kajal in her eyes, reminiscing the old days when such embellishments were insignificant for her. She considered fashion to be more of a demonstration for the outer world and not necessarily an everyday essential. We see her aunt entering the picture at this point, recollecting Shristi's farewell day at school, when she considered attending the event wearing her uniform, while her friends were busy deliberating on dressing up for the day. All her life she never bothered about fashion and would even consider wearing Hawaii chappals to a wedding. However, she was struck with a setback in her life, where she lost her job, a relationship and her confidence, all at one go. This transformed her as a person and she began to grow stronger and soon came to realize that all that mattered was her individuality and how she is being perceived. Thus began Shristi's journey to a fashion forward and a more confident person.

As she describes this, the video takes us back to Shristi getting ready for a morning jog, down the streets of Danapur in Patna where access to brands has always been a challenge. However, all this changed when Shristi and her family began shopping on Myntra. Over the years, they have vested their trust on the platform and have become loyal patrons, to the extent of having a product or two delivered to her almost every day.

In the closing scene, everyone is seen getting ready at home with Shristi dressed beautifully in a Kanjeevaram saree. She exclaims that her life has changed so much that she now enjoys dressing up for the little things in her life, all thanks to Myntra. She then joins the rest of the family who are delighted to see her in the beautiful saree and head together for the Ganga Aarti.



Link to the video: <https://www.youtube.com/watch?v=0t0VPuPODWc&feature=youtu.be>

About Myntra-Jabong:

Myntra & Jabong are India's leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Roadster , Nike, Adidas, Puma , HRX , Levis , wrangler , Arrow, Diesel, All About You, Biba , W, Diesel , US polo , Wrogn, Ralph Lauren , Fashion 21, Mango , Mac and many more to offer a wide range in latest branded fashion and lifestyle wear . Myntra services over 22,000 pin codes across the country with the largest in season product catalogue, 100% authentic products, cash on delivery and 30 day exchange /return policy. Myntra & Jabong are today the preferred shopping destinations in India with over 45% share of online fashion market.

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