



Myntra launches The Game of Thrones collection ahead of the much awaited season 7

Bengaluru, July 11, 2017: Myntra has launched a new range in association with the famous HBO television series, 'Game of Thrones'. 'Kook n Keech', one of Myntra's leading in-house brands has associated with GOT for a new collection, marking the arrival of season 7 of the show on 17th July.

The collection brings an exciting range of over 100 products, comprising of graphic tees and tops for men and women. It vividly captures the essence of the epic fantasy drama series through a rich portrayal of the popular characters - John Snow, Khaleesi, Tyrian and Arya Stark and the houses - Stark, Lannister, Targaryen, Bolton, Greyjoy, Baratheon and Tyrell. Designed keeping in mind the emotions of hundreds of thousands of ardent fans of the series, it promises to excite them by allowing them to own their very own GOT apparel featuring their favorite characters.

The collection is available on Myntra, starting at a price point of Rupees 599/- and up to Rupees 899/-, with a special launch offer of a minimum 30% off on the merchandize. The brand has leveraged the launch of the new series to engage with its audiences and also provide unique promotional offers and contests on the app and social media.

The GOT collection from Kook n Keech has so far witnessed strong demand from across the country, with over 50% of the inventory already sold, days ahead of the 7th edition of the series. Most popular products among shoppers include merchandize featuring Jon Snow, Tyrion Lannister and their well-known quotes. The special collection is also available on Jabong.

About Myntra:

Myntra is 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 Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 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 is today the preferred shopping destination in India.

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