



## Myntra launches Rannvijay Singh's blazing new label, 'Disrupt', exclusively on its platform

*Disrupt's Urban streetwear line, A breath of fresh air for the unconventional, is here to encapture the element of rebellion by keeping true to its name.*

**Bengaluru, July 13, 2018:** Myntra announces the launch of 'Disrupt', television personality and MTV Roadies sensation, Rannvijay's brand-new fashion label. Disrupt combines utility, street style and quality, especially for casual wear outfits and has been carved out exclusively in keeping with his fashion sense – free, wild-spirited and original. Catering to both men and women, the label offers shirts, graphic tees, hoodies, joggers, denim and more.

Speaking at the occasion, **Puspen Maity, VP and Head - Sports, Footwear, and Accessories, Myntra**, said, "Disrupt will make for a key and interesting addition to Myntra's portfolio of contemporary street fashion and youth culture, which is in great demand lately. The brand is a manifestation of Rannvijay's persona as a cool and effortless swashbuckler and is sure to be a rage among his fans. Our exclusive association with the brand clearly positions Myntra as the go-to destination for celebrity driven brands, offering comfort and quality at the best price."

**Commenting on the brand launch, Rannvijay Singh, co-Founder, Disrupt**, said he is very excited about this association with Myntra, "I strongly believe Fashion should always be effortless yet cool. There is a bit of personality and fashion sense in all the styles offered at Disrupt. The key idea was to combine our concept of disruption along with the new-age audience. From the prints, the stitch styles, and the color palettes, there is an element of disruption in almost all of them.

The brand new clothing label aims to 'disrupt' the fashion industry with styles that stand out from the crowd, are relatable and dominate the streets. Especially catering to the misfits, go-getters and the independent-minded, A feel-good combination of vibrant colors, quirky styles, and techniques, Disrupt aptly channels the raw and rugged trademark of free-spirited style. From indigo ball wash, wave dyes, and different spray techniques, the brand offers style solutions that reflect the unabashed attitude, individuality, and self-expression of every individual.

**Shakeef Khan, Co-Founder – Marketing & Sales Disrupt**, said, "Our collection is a perfect blend of style and substance. We want to leverage Rannvijay's massive fan following, his fashion sensibilities and combine that with the need for a solid casual wear brand in the market. Rannvijay is widely known for his fashion sensibilities and we are confident that Disrupt will soon emerge as the individualistic fashion choice amongst the young and fashion-conscious Indian consumers in the next one year."

Evolution of influencers have transitioned in a big way, Celebrity endorsement to collaboration, the industry is moving towards licensing of macro influencers identity, they helps to build a connection with target audience in limited time thereby facilitating leverage the aspirational value and personalized element towards carving a brand adding the sentimental value to the offering.

Myntra has always been the front-runner in online fashion space when we discussed Disrupt the kind of enthusiasm shown by Myntra team with a long-term vision to scale this brand was something we were taken by.



## 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.

## Media Contacts

Richa S Sheth | 9986241443 | [richa@torquemail.com](mailto:richa@torquemail.com)