



Myntra's fashion film selected for La Jolla Fashion Film Festival

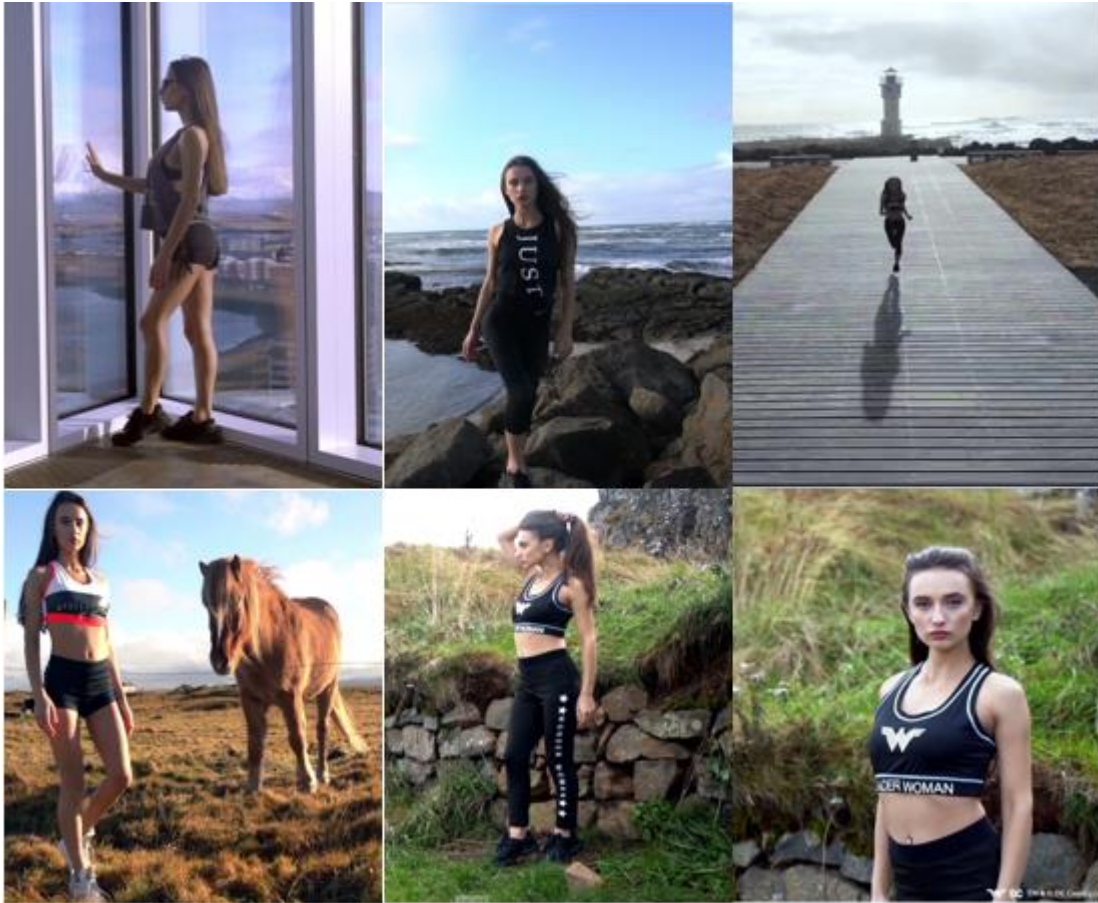
Bengaluru, July 02, 2019: A fashion film created by Myntra for the promotion of sportswear, featuring some of the leading global brands, has been nominated for the 10th La Jolla International Fashion Film Festival in California, to be held in July 2019.

Titled, 'Stulkan', which translates to, 'The Girl', in Icelandic, the film has been shot on-location at Iceland, by leading fashion filmmaker, Ajitesh Sharma and features collections from Nike, Adidas, Forever21, DC and Wonder Woman. It is the second Indian film to be nominated in the world's largest fashion film event, also known as the Cannes of Fashion Film Festivals, in its 10 years and competes with films from leading brands like, Louis Vuitton, Versace, Gurrellian, Chanel and Dior.

This fashion film is the first of its kind from any Indian company and Myntra has experimented with the idea of bringing aesthetics, storytelling and branding in the film. The objective is to make one aspire to be in sportswear, which is achieved through a subtle message of Myntra being the one stop shop for all leading sports brands in the country. Brands have conventionally promoted themselves by playing on their own powers, whereas multiple brands have been seamlessly integrated in this story, not only making it impactful, but also aspirational.

About the film:

Shot at some of the most pristine locations in Iceland, the film documents the outdoor quests of an energetic young woman, dressed in modern active wear and sportswear, as she traverses across these locations. There are three different natural settings for different brands, a traditional Icelandic house with snowy mountains as backdrop, a typical Icelandic beach with a lighthouse as backdrop and an Icelandic stable with live horses in the backdrop. The film captures the essence of nature around her, evoking emotions in a very glamorous and fashionable manner.



Link to the video: <https://vimeo.com/316405354/722b3ea109>

Creative Credits:

Production: A Keep Rolling Films

Director: Ajitesh Sharma

Model: Sofia

Music: Udit

Agency: Atiksh Entertainment Pvt Ltd

This film was put up at the Fashion Film Festival & Awards circuit, at the beginning of 2019 and has been doing extremely well, since. Besides being invited for the La Jolla International Fashion Film Festival and nominated for International Fashion Film Awards, the film has won 3 major creative awards this year, they are, Rose Gold Award at Muse Creative Awards, Gold Award at Hermes Creative Awards and the Award of Distinction at Communicator Awards.

About Myntra and Jabong:

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company 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 and Jabong are today the preferred shopping destination in the country.

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