



Myntra launches ‘Fashion Superstar’, world’s first digital fashion reality show

This marks the beginning of company’s video content-led approach to customer engagement

8 part reality series where 10 contenders will compete for the title of India’s Next Big Fashion Influencer and will be mentored and judged by Bollywood diva Sonakshi Sinha and celebrity stylist Shaleena Nathani

Mumbai and Bengaluru, 5th September, 2019: Myntra today announced the launch of ‘Myntra Fashion Superstar’, the world’s first digital fashion influencer talent hunt; set to go live on the Myntra app on September 17, 2019.

A reality show, ‘Myntra Fashion Superstar’ is aimed at identifying and rewarding India’s next big fashion influencer in association with Zoom Studios. As the ultimate destination for fashion and lifestyle, Myntra’s influence over the perception and enthusiasm for fashion is set to take a leap through this show, with specialized content, aimed at inspiring and engaging the audience.

Conceived by Myntra, the concept provides a never-before opportunity for fashion enthusiasts with a knack of creating style-related content and bringing forward their unique personalities, through digital and social-first content. Contestants will compete on a variety of fashion styling and digital content creation tasks to showcase their penchant for fashion and social media. They would also be mentored and judged by a star studded jury, from the world of Bollywood, TV and fashion, including Bollywood diva Sonakshi Sinha and leading celebrity stylist, Shaleena Nathani. Through this show, Myntra intends to leverage the strong relationship between fashion and social media, by creating a unique property that takes a seat in the middle of this combine.

All the action in the competition will be telecast in a series, spanning 8 weeks on the Myntra app, and Zoom TV. Myntra Fashion Superstar will offer viewers a one of a kind immersive experience allowing them to vote for their favourite influencer on the Myntra app and will provide them access to lots of exclusive content that helps them know the contestants better. In addition, various celebrities who are part of the guest jury panel will offer viewers, tips and tricks on becoming fashion influencers. The show has been produced in association with Banijay India.

Speaking on the occasion, Amar Nagaram, Head, Myntra Jabong, said, “Myntra Fashion Superstar is a first of its kind reality show that offers fashion influencers an opportunity of a lifetime to showcase their special talent and make a mark for themselves in the industry. While the concept is aimed at bringing the influencer community to the fore, it also demonstrates our innovative technology led approach to enhance customer experience and



engagement on our platform. A first for any e-commerce platform in the country, this marks the beginning of Myntra's in-app content led destination to engage customers."

Bollywood actor, Sonakshi Sinha, said, "Fashion has always attracted me as it is one of the most dynamic and exciting aspects of our lives and I am very excited to be judging the first ever hunt for the biggest fashion influencer in the country. Confidence, energy, elements of fun and breakthrough styles are some of the traits that top my judgement parameters as I believe those to be the basic qualities of a fashion influencer. I am extremely excited at this opportunity and look forward to the launch of Myntra Fashion Superstar."

The winner of the show will be adjudged, 'Myntra Fashion Superstar', and get the opportunity to become a key face of Myntra on social platforms. He or she will get to curate styles on the Myntra app, will get a chance to host fashion and styling shows on Zoom TV and will also feature in Filmfare magazine. In addition, Myntra will work with some of the other chosen contestants and help them realise their dream of becoming a fashion star.

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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