



Myntra adds designer jewellery collective, 'CONFLUENCE' to its jewellery portfolio

Crafted with Crystals from Swarovski, the festive season is set to sparkle!

Bangalore, September 11, 2017: The multi-designer collective, 'CONFLUENCE' by Crystals from Swarovski, will now be available on Myntra. Confluence represents a new paradigm of beauty that sparkles, with a collection of exquisite jewelry, designed by some of the top fashion luminaries in the country and crafted with the finest Swarovski crystals: AMRAPALI, EINA AHLUWALIA, GAURAV GUPTA, ISHARYA, JJ VALLAYA, MANISH ARORA, OUTHOUSE, ROHIT BAL, SHIVAN & NARESH and SUNEET VARMA.

Launched last year, a first of its kind, CONFLUENCE demonstrates the vibrancy, color, craftsmanship bringing alive the signature vision of each designer, embellished with Swarovski Crystals. Approximately 100 designs are specially curated in three categories - weddings and special occasions, everyday modern classics and men's accessories. Each jewelry piece can be identified with a holographic Swarovski tag, which authenticates the usage of genuine Swarovski Crystals and comprises of a note on the inspiration of the collection.

From ornate to minimalist, couture to cutting edge, CONFLUENCE, an eclectic ensemble is uniquely and proudly Indian, targeted at the modern audience in the age group of 25-40 years.

Speaking on the occasion, Ananya Tripathi, Chief Strategy and Planning and Head International Brands, Myntra, said, *"Swarovski has been a sensation on our platform and the introduction of 'Confluence', adds another dimension to a very rich collection, designed by the who's who of the industry. Myntra's presence and reach will allow for these fine works of art to reach customers spread across India. We are witnessing a steady growth in the jewellery segment and will continue to focus on strengthening it further in the coming year."*

"We are delighted to offer our multi designer jewelry collective, CONFLUENCE on Myntra. Myntra being one of the largest ecommerce fashion platforms, it was perfect for us to position this unique offering from Swarovski. With the on-set of the festive season, we are confident that this association will receive a great response from people who have a discerning taste and eye for design" said, **Vivek Ramabhadran, Vice-President, Asia South, Swarovski Professional.**

The CONFLUENCE collection will be available on Myntra starting at a price point of INR 2,450 and up to INR 25,000.

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.

About Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity that goes beyond the manufacturing of crystal. Swarovski designs, manufactures, and markets high-quality crystals, genuine gemstones and created stones, and finished products such as jewelry, accessories, and lighting. Swarovski is the premium brand for the finest crystal embellishments since 1895. It is recognized for its innovative excellence and its collaborations with top-class designers and brands in the fashion, jewelry, accessories, interior design and lighting industries across the globe. Available in myriad colors, effects, shapes and sizes, crystals from Swarovski offer designers a fabulous palette of inspiration, and are produced according to the innovative, lead-free* Advanced Crystal standard. Born out of a passion for detail and high-precision cutting, these precious ingredients impart refined glamour to everything and have become the creative partner of choice.

Products made using Swarovski crystals are recognizable by the 'Crystals from SWAROVSKI' seal. Based on the concept of the traditional seal, which was historically used to prove the authenticity of items of value, the 'Crystals from 'SWAROVSKI' seal confers distinction on everything it graces. Created using high-security hologram technology on silver foil, it bears the words 'Crystals from SWAROVSKI', together with founder Daniel Swarovski's signature, and the year in which Swarovski was established: 'Since 1895'. Look out for the "Crystal from SWAROVSKI tag on couture garments, which indicate the use of genuine Swarovski crystals.

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