



Myntra launches Masterclasses with celebrity stylists for 'Myntra Insiders'- members of its loyalty program

10 celebrity stylists set to offer 20 minute sessions every day for interested Insiders

First of its kind loyalty program to offer fashion advisory, VIP access and extra savings as its key proposition

Bengaluru, January 30, 2020: Myntra announces the launch of Celebrity Masterclasses, creating a one of a kind opportunity for its customers to get fashion tips from leading stylists from Bollywood. 'Myntra Insiders', members of Myntra's loyalty program, will have the unique opportunity of learning the latest trends and styles, first hand, from the very stylists who style leading celebrities such as Shah Rukh Khan, Virat Kohli, Alia Bhatt, Deepika Padukone, Kareena Kapoor, Karan Johar, Kartik Aaryan, Kriti Sanon, Arjun Kapoor, Siddhant Chaturvedi, Siddharth Malhotra, Varun Dhawan, Mahesh Babu, Saif Ali Khan and Akshay Kumar among others.

Launched in September 2018, 'Myntra Insiders' is a unique loyalty program that offers a comprehensive package of tiered benefits and privileges for customers as they engage and spend more with Myntra. The core benefits of the program are *Fashion advice, VIP access* and *Extra savings*. The program offers its members, experiences such as sessions by stylists, opportunities to get featured on the Myntra platform and co-create designs and styles for Myntra. In addition to this, VIP access allows Insiders, early access to all Myntra sale events, exclusive access to limited edition launches and collections, while vouchers, coupons and a host of partner offers are some of the standard benefits.

For the first phase of the Masterclasses, Myntra has partnered with 10 leading Bollywood stylists, including Tanya Ghavri, Nandita Mahtani, Esha Amin, Shaleena Nathani, Ami Patel, Sanjay Kumar, Mohit Rai, Nikita Jaisinghani, Aastha Sharma and Amandeep Kaur, to offer 20 minute sessions for Insiders. The topics will range from Wedding Time Fashion, Party Fashion, Street Fashion, Ethnic Fashion, Work Wear, Retro Wear, and Vacation Wear, among others. Myntra Insiders will be able to access these classes by redeeming points collected by them, through purchases or other activities.

The digital Masterclasses will be offered through a web cast on the Myntra app, allowing viewers to interact with the stylists' team for advice on fashion, in real time. The Masterclasses will have built in shoppable features enabling customers to save the looks from the videos to their wishlist directly while viewing the content. The technology for the concept has been developed in-house by Myntra, with the videos shot in portrait mode, which is the first of its kind, optimized for viewing on mobiles.

Speaking on the occasion, Harish Narayanan, Head of Marketing, Myntra, said, "Fashion is all about discovery and expression, we want to engage our customers more and increase time spent on the platform by helping them with their fashion discovery journey. We want to do this by investing heavily in a video content-led approach, starting with our celebrity stylist led Masterclasses. This offers our loyal customers an unparalleled experience of hearing directly from the best in the industry and also interact with them by asking questions. The classes are in line with our philosophy of helping our customers 'style up, move up', by being their fashion expert and rewarding our loyal customers with a superior experience."



The platform will stream three Masterclasses every day and the first session is slated to go live on January 29, 2020, where Tanya Ghavri will be taking her audience through a session on 'Wedding Time Fashion'. Bollywood actor Sonakshi Sinha is featured in the campaign promoting the launch of Myntra Insider Masterclass.

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 3000 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 23,000 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.

CONTACT DETAILS:

Myntra: Priyanka Waghre | +91 9886729295 | priyanka.waghre@myntra.com

Torque Communications: Richa Sheth | +91 9986241443 | richa@torquemail.com