

## Myntra begins promotions with Manish Malhotra for the second edition of Myntra Fashion Superstar

*Launches a thought-provoking and stereotype-breaking video urging the fashion-forward to partake in the ultimate fashion reality show and 'Change the Conversation'*

**Bengaluru & Mumbai:** Myntra has initiated promotions to seek aspirants for the second edition of India's only digital fashion influencer talent hunt, 'Myntra Fashion Superstar-@MTV', #MFSCChangeTheConversation, the auditions for which have begun from August 14, 2020. The show is slated to go on-air in September on MTV.

Giving a grand sneak peek into the second edition of Myntra Fashion Super Star, Myntra has launched a 60-second promotional video with celebrated fashion designer, **Manish Malhotra**, who is seen urging the young and talented aspirants to become powerful fashion influencers by participating in the show and proving their worth. It uses a metaphorical setting to demonstrate the experience of being an influencer, which includes flaunting a personal style, orientation, conversations or making a statement and taking on the responses.

**Link to the video:** <https://www.youtube.com/watch?v=JXoH2ZPr3FQ>

Interested participants can send their entries by uploading a video that shows their take on fashion using #MFSCChangeTheConversation on social media or on the Myntra and Voot apps.

The winner of the show will be adjudged India's 'Fashion Superstar', for the year, and will win an exclusive 1-year influencer contract with Myntra worth ₹1 million, in addition to an exclusive 1-year contract with MTV to be the Social Influencer in Fashion.

Expressing his excitement for the show, **Manish Malhotra** said, *"Over the years, fashion and it's concept has evolved. While styling remains a significant factor, the persona, conduct and confidence have become defining norms to make a mark in the industry. Myntra Fashion Superstar @MTV is a perfect platform for all fashion enthusiasts to showcase their skills and I'm sure it will give them the right push to work towards their dreams. I urge all budding talents to be a part of it and create conversations together to strive for change."*

The show will be judged by leading personalities from the world of fashion and cinema, including Manish Malhotra. The chosen contestants will make it to the show post auditions, which will be aired on Myntra Studio on the Myntra App, MTV and Voot in end September. In addition to streaming the 8 episodes, Myntra Studio will be the one-stop destination for loads of exclusive content around the show, including Behind The Scene moments, shoppable celebrity looks, episodic reviews, trivias, and quizzes and lots more. With the capability of hosting all formats of content and its in-built gamification

features, Myntra Studio will keep the buzz going right from the start. The show will be promoted across TV and Digital channels of Viacom18 and Myntra's own Digital channels, including social media.

Stay tuned to witness the biggest fashion extravaganza with the second edition of Myntra Fashion Superstar @MTV, coming soon only on Myntra Studio on the Myntra App, MTV and Voot.



#### About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings 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 27,000 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 MTV:

MTV, the world's premier youth brand, is a dynamic and vibrant blend of music and pop culture. With a global reach of more than half-billion households, MTV is a cultural home to the millennial generation, music fans, and artists. 50 MN fans following MTV across show pages on social media have made it one of the top brands in social influence as well. MTV consumer products are available across 35+ unique categories through strategic brand licensing tie-ups, leading to combined retail sales of 100+ crores present across all key online and off-line channels of distribution. MTV has a buzzing MTV Live business with properties like MTV Video Music Awards and MTV Bollyland. Aiming to entertain, lead and collaborate with young people through its evocative communication and youth relevant shows like Hustle, Roadies, Splitsvilla, Coke Studio@MTV, MTV Unplugged, MTV



Girls on Top, MTV Love School and keep them engaged through various cause led initiatives such as MTV Rock the Vote and MTV The Junkyard Project. For information about MTV in India, visit [www.mtv.in.com](http://www.mtv.in.com)

**About Viacom18:**

Viacom18 Media Pvt. Ltd. is one of India's fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences. A joint venture of Network18, which owns 51%, and ViacomCBS, with a 49% stake, Viacom18 defines entertainment in India by touching the lives of people through its properties on air, online, on ground, in shop and through cinema.

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