



## ELLE Brand and Myntra launch the ELLE Jewelry collection in India



ELLE  
*the Parisians' lifestyle*  
JEWELRY

*With Elle Jewelry, Myntra will offer classy, yet minimal western jewelry to customers, in both casual and workwear*

*ELLE Jewelry collections will be launched in India for the first time through Myntra as the leading fashion e-commerce platform further strengthens its jewelry segment*

**Bangalore, 24 November 2020:** Myntra has signed a licensing agreement with the ELLE brand, owned by the Lagardère Group (French conglomerate), to produce, distribute and promote the first-ever, **ELLE jewelry collection** for women in India.

Celebrated for its quintessential elegance, the feminine French fashion brand, is celebrating its 75<sup>th</sup> anniversary, continuing since 1945 to honor its legacy of empowering women to live the fullest. This ELLE collection will offer a wide variety of fashion jewelry, both effortless and elegantly seductive to wear anytime and surely to celebrate. Inspired by the audacious and unique Parisian Lifestyle, the collection will reflect the spirit of the times and be always on the move to appeal to all women and enhance feminine attitude.

The ELLE Jewelry collection will be pre-launched with over 150 styles across earrings, necklaces, bracelets, and sets, spread over collections like Classy Minimals, The Rainbow collection (multicoloured zircons), Evil Eye collection, Pearl Delicates, and Party Bling. The collection will be available to customers at a price range of INR 600 to INR 2500.

**Mr. Camille Thelu, Vice President & Managing Director, Lagardère Active Enterprises EMEA & India,** said, “We’re thrilled and honoured to be working with the Myntra team. Our united expertise enables us to present a stylish combination of jewelry accessible to all women, through Myntra and for the first time in the Indian market.”



Sharing his excitement on the ELLE Jewelry launch, **Ayyappan Rajagopal, Head of Business, Myntra** said “Being one of India’s leading fashion and lifestyle destinations, Myntra offers the perfect platform for ELLE to launch its fashionable Parisian lifestyle inspired jewelry in India. The strength of our brand portfolio allows ELLE Jewelry to broaden its cross-category representation. Fostering our commitment to provide our users with unparalleled choice, Myntra will be the first to launch ELLE Jewelry in India. Jewellery is an important part of getting ready. With the launch, we aim to further strengthen our jewellery portfolio.”

This partnership is facilitated by LicenseWorks, the specialist corporate brand licensing agency. **Rishabh Singla, Managing Partner at LicenseWorks** added, “We are delighted to welcome Myntra to the ELLE brand licensing program. This license brings together a powerhouse fashion brand with a strong team of fashion and accessories retail experts. It’s truly a win-win for both sides.”

### **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 5000+ 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.

### **About ELLE**

With 45 editions in the world and 21 million readers worldwide, the ELLE magazine is the leading reference for fashion, beauty, and lifestyle. The first edition of the ELLE magazine has been launched in France in 1945. That special ELLE spirit has been developed into a collection of licensed products worldwide distilling the unique ELLE Parisians’ Lifestyle. The ELLE brand is owned by the Lagardère Group based in France, and Lagardère Active Enterprises (L.A.E.) is the dedicated business unit of the Lagardère Group, running the non-media brand extension worldwide. Discover more about the ELLE world on [www.elleboutique.com/india](http://www.elleboutique.com/india)

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### **About LicenseWorks**

LicenseWorks is the leading full-service Brand Licensing agency based in India. LicenseWorks pioneered corporate brand licensing services in India and helps its clients expand into new product categories and distribution channels, which in turn helps these brand owners strengthen brand loyalty as well as create new revenue streams. Our product experience spans over 60 unique categories. We bring to the table



extensive domain knowledge and experience combined with a collective zeal to help blue-chip companies unlock their brands' true potential. For more information, visit [www.licenseworks.co](http://www.licenseworks.co)