



Edwin Kubzar crowned India's next big fashion influencer as a spectacular Myntra Fashion Superstar Season 2 ends with record 150 Mn views

The eight-part India's first fashion reality series powered by H&M made over one billion impressions and recorded more than 150 million views

Edwin Kubzar wins the coveted title, with Marc Mascheranhas taking the runners-up spot in a dramatic season two finale

Myntra Fashion Superstar will be back with a third season around September next year

Bengaluru, December 14, 2020: Myntra's search for India's next big fashion influencer drew to a dramatic close on 9th December, with Edwin Kubzar edging out co-contestants Marc Mascheranhas and Mridul Madhok in the grand finale, to win the second season of Myntra Fashion Superstar @MTV powered by H&M. As part of his reward, Edwin lands an exclusive 1-year influencer contract with Myntra, worth ₹10 lakhs, along with an exclusive 1-year contract with MTV to be their Social Influencer in Fashion.

Nagaland-born Edwin Kubzar wriggled free of his inhibitions after his self-empowerment through fashion. He is keen to follow up on his victory in MFS season two, by showing the youth of India how they can express themselves through what they wear, and that fashion is a powerful medium to express oneself. Edwin wooed the judges with his final task, his response to the question on seasons theme #changetheconversation clinching the coveted title. Being a born charmer, with looks to kill, Edwin was a clear favourite among the audience right from the first episode, doing everything with passion to mesmerise his audience with his outstanding performances.

Commenting on his victory, Myntra Fashion Superstar- 2020, Edwin Kubzar, remarked, "There's nothing as liberating as being entirely yourself, and whatever you do, do it with heart."

Mumbai-based Marc, charmed the judges and audiences throughout the season through his true self, 'Marc Mascheranhas' and his drag self 'Tropical Marca' to claim the runners-up spot. The men's grooming mega-influencer Mridul Madhok was a star throughout the show and won several challenges throughout the season, but ultimately fell short in the finale. Nonetheless, from talking about androgyny to creating a rap music video, he swept the judges off their feet week in, week out, with impressive performances to secure a much-deserved spot in the finale.

The contestants received constant inspiration and guidance from a judging panel of fashion visionaries in Manish Malhotra, Sushmita Sen and Mallika Dua, to showcase their fashion acumen, ability to create meaningful content and break stereotypes in a positive manner through fashion and social media on their own.



Sharing her views on the occasion, fashion and style icon, and one of the judges of the season besides Manish Malhorta and Mallika Dua, Sushmita Sen, said, “The show has been a gratifying experience for me and has cemented my belief that fashion in India today has come through leaps and bounds from when I started my career. I take immense pride in being able to shape some of the youngest and brightest minds coming through the world of fashion and encouraging them not to shy away from making positive and bold statements through fashion.”

Commenting on MFS season two coming to an end, Achint Setia, VP Marketing, Myntra, said, “The second season of India’s first fashion reality series of scale, Myntra Fashion Superstar @ MTV powered by H&M, drove conversations around important social issues such as bullying, body positivity and mental health, while thoroughly engaging each of the millions of viewers on the Myntra app. Myntra Studio also became the ideal destination for Myntra Fashion Superstar viewers through exclusive content such as shoppable looks, episodic reviews and in-built gamification features. At Myntra, we take immense pride in grooming aspiring fashion influencers and providing them a platform for self-expression ultimately accelerating towards our vision of democratising fashion in the country.”

Speaking about the partnership and success of the season, Ferzad Palia, Head-Voot Select, Youth, Music, English Entertainment, Viacom18 said: “As India’s no.1 youth entertainment brand, we take pride in MTV’s ability to create content that engages and entertains our audiences while bringing reach and scale to our partners. We are glad to have been the partner of choice for Myntra in this journey of crowning India’s next Fashion Superstar.”

Commenting on H&M’s experience of being title sponsors of MFS season two, Amit Kothari, Head, Marketing and Communications, H&M, said, “We at H&M India are delighted to be a part of Myntra Fashion Superstar @ MTV! The show’s focus on self-expression through fashion resonated very strongly with our business concept of making it possible for everyone to look good and feel good. We look forward to continuing to offer fashion and quality at the best price in a sustainable way to more and more people across India helping them own their personal style like Edwin Kubzar and all the contestants of MFS season two.”

The massive success of MFS, season two, which drew over a billion impressions and 150 million views through the Myntra App, MTV, Voot and other social media platforms, has established Myntra as a destination for rich content in fashion and lifestyle. In addition, some of the partner brands like H&M, Libas, DW, Guess, CK, DKNY, s.Oliver, and Mercedes Benz that were associated with the event, reinforced their affinity for fashion during the course of the show.



The theme of this year's show and the official hashtag, was #MFSCChangeTheConversation. Aiming at 'fashion for good' and inclusivity, the theme focused on how influencers are not afraid to be themselves and use fashion to enhance their uniqueness, and express and amplify their voice.

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. 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.

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