



Chitrangda Singh to be the face of the new campaign of 'All About You' from Myntra, a brand that celebrates women's indomitable spirit

AAY's new brand film is an ode to the indomitable spirit of the expressive, individualistic, charismatic, rooted and inspiring modern women

Features Chitrangda Singh as the face of its seasonal campaign

Features over 1500 styles and 20 plus categories across ethnic and western wear

Bengaluru, October 14, 2021: All About You (AAY), one of Myntra's leading fashion brands for women, has launched an exquisite digital ad film with the very beautiful and elegant Bollywood actor, Chitrangda Singh. The 50-second promotional film, made for digital and social platforms, is an ode to the woman of today, celebrating her life and choices, which in essence is the brand's DNA.

The AAY woman is a thinking woman with an eclectic choice in fashion, one who is expressive and innately stylish, guided by a unique sensibility in textiles, prints and treatments. Her clothing choices act as reflection of her socio-cultural preferences. With the nation stepping into the festive season, AAY's new brand film is poised to create enthusiasm and affinity for the brand in the heart and mind of every woman who is expressive, individualistic yet rooted. The campaign is also an ode to the brand's AW21 collection expressing solidarity and a reminder that no matter what, All About You is always with its customers.

As a brand that focuses on attracting women consumers with a relevant fashion-forward offering, Chitrangda Singh epitomizes the brand DNA of celebrating authenticity and inner strength that's a natural extension of her own personal and professional choices. With her elegant style and many critically acclaimed films like *Hazaaron Khwaishein Aisi* to her credit, she is an inspiration to many women.

About the brand film:

In the film, Chitrangda Singh represents a woman who celebrates herself, her inner strength, independence and authenticity. Viewers witness Chitrangda Singh, one of the most versatile and adored actors of Hindi Cinema in a 50-second film that is set in a beautiful heritage space, called the Royal Opera House. Chitrangda exudes great elegance and style as she saunters around the space, admiring its opulence, while appearing absolutely stunning as her outfits transition from a set of western to some traditional Indian attire. The refined background music adds to the magic of the narrative that appears as a voiceover and relates to the women



of today who celebrate themselves in a unique way every day, being joyful, calm and composed, journeying with her charisma and panache, wherever she goes.

Link: <https://www.youtube.com/watch?v=ayxSDBZItRs&feature=youtu.be>

Creative Credits

Creative Agency: Exceed entertainment

Production: DK Talkies

Video & Images: Santosh Mishra

Speaking on the launch of the campaign, Manohar Kamath, CXO and Chief, Myntra Fashion Brands, said, “This campaign has been conceived to create aspiration for ‘All About You’ by outlining some of its characteristic traits in an expressive and engaging manner. It is therefore rich in its adoption of culture, style, attitude and opulence, delivered unequivocally by the charming Chitrangda Singh, whose personality shines through a balance of being bold, authentic, and uncompromising that perfectly fits with our brand values. This couldn’t have been delivered at a more appropriate time than the current festive season, catering to consumer demand for traditional, evening wear and winter wear.”

Bollywood actor and model, Chitrangda Singh, said, “Working on the ‘All About You’ film and being associated with it has been a pleasure, especially because the brand advocates strength, authenticity and individualism - the values that I resonate with as a person. I thoroughly enjoyed shooting for the film in the stylish western and Indian traditional outfits, as they are comfortable and resonate with my style.”

The AAY brand campaign is a digital brand campaign with emphasis on social media, including, AAY SM handles, Myntra Brand Day, OBS, Myntra SM Handles including Instagram, targeting women in the age group of 25-35 years, especially those who are expressive, individualistic, charismatic, rooted and inspiring.

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.