

Myntra concludes its Big Fashion Festival with a record 52 million visitors and over 8 million orders across categories

*~45% of the demand witnessed from Tier 2 & 3 cities
 ~8 million orders placed by customers across the country
 ~ 58% of the shoppers were women*

Bengaluru, October 12, 2021: Myntra’s Big Fashion Festival that concluded yesterday, ushered in the festive cheer across the country by bringing consumers, brands, and the delivery ecosystem together at the beginning of the festive period, creating the ground for positive sentiment and momentum for the months ahead. Held between 3-10 October, Myntra’s Big Fashion Festival witnessed **~5 million** customers, placing **8 million orders across categories**. **7000 domestic and international brands participated** in the event offering **1 million styles**.

Key event stats:

<ul style="list-style-type: none"> 7.6 billion homepage impressions 5 million customers placed 8 million orders 	<ul style="list-style-type: none"> 45% demand from tier 2 & 3 cities 58% of shoppers were women 9000 orders per minute at peak
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Products sold every minute/second/hour:

<ul style="list-style-type: none"> 3 kurtas sold every second 3 pairs of jeans sold every second 7 T-shirts sold every second 1 saree sold every second 	<ul style="list-style-type: none"> 12 perfume sold every min 21 Lipsticks sold every min 111 pairs of shoes sold every min 2000 handbags sold every hour
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Most popular items city-wise:

Most no. of headphones bought in Mumbai	Most no. of kurta sets bought in Chennai
Most no. of lipsticks bought in Bengaluru	Most no. of tops bought in Pune
Most no. of sarees bought in Kolkata	Most no. of sports shoes bought in Ahmedabad

Women customers constituted 58% of the shoppers and gravitated towards foundation, lipsticks and kajal, kurtas, printed T-shirts, flowy dresses, and comfy sweatshirts. Handbags and headphones were the most shopped for accessory items.

Small-scale seller growth:

- Among the small-scale marketplace sellers on Myntra, the top 10 sellers grew at a whopping **5X** over last year. These brands pertain to women's ethnic, western wear, kids, personal care, men's casual wear, home, sports & accessories
- Some of the highly emerging small-scale marketplace sellers grew as high as **14X** over last year.

Speaking on the success of Big Fashion Festival, Amar Nagaram, CEO, Myntra, said, “BFF this year has been remarkable enabling customers to meet their evolving festive need states across the country, while giving a strong impetus to the whole ecosystem, consisting of brands, sellers, buyers, vendors, delivery partners and others, at the start of the festive season. We are elated to witness such a positive sentiment for festive shopping this year and are working towards delivering all orders pertaining to the event over the next few days. 1 in 2 orders have already been delivered. Over 2600 stores from more than 300 brands in over 40 cities participated in the Big Fashion Festival offering over 1.2 lakh styles during the 8-day event. We also augmented our kirana partner network which is helping cater to 70% of the total deliveries.”

High traction categories:

- The **top 3** categories were Men’s casual wear, women’s western wear and women’s ethnic wear.
- **From Kidswear** western wear, kurta sets, and lehenga choli were the most popular, with shoppers opting for brands such as **H&M, Max, Pantaloons, Mothercare and USPA Kids**.
- The **top categories attracting new customers** included men’s casual wear, women’s western wear, women’s ethnic wear, watches and wearables.
- **Beauty and personal care** witnessed a whopping **180%** growth over the previous edition.
- **Men and Women Leisure & Travel Accessories** also witnessed **60%** and **90%** growth respectively as a semblance of normalcy starts to set in.
- With healthy lifestyles being adopted rapidly, **65%** spike was witnessed in **women’s sports apparel**.

Most popular brands of Big Fashion Festival

- The top brands that witnessed high traction during the event included **Biba, W, Libas, Levi’s, Jack & Jones, Tommy Hilfiger, Puma, Nike, Roadster, HRX, Anouk and H&M**.
- In beauty and personal care, shoppers' top-favorites included an array of international and domestic brands such as **MAC, Maybelline, Loreal, Dyson, Philips, Lakme, and Nivea**.
- Leading omnichannel brands that experienced high demand from customers included **USPA, Forever New, Jack & Jones, Pantaloons, Pepe Jeans, Blackberrys, Pothys, Vero Moda, MANGO**.

Non-metro cities contributing to the demand included **Bhubaneswar, Jalandhar, Ajmer, Bikaner, Moradabad, Mangalore, Nellore, Pondicherry, Dharwad, Nautanwa**, during the eight-day event. Tier 3-cities demand was led by **Aizawl, Silchar, Panchkula, Bhagalpur, Hazaribagh, Nizamabad, Balasore, Kharar, Kakinada** among others.

Shoppers who missed undertaking their festive shopping during the Big Fashion Festival can now look forward to a range of value offers from Myntra’s upcoming Diwali event, which is slated to commence on October 16.

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