



‘Myntra Fashion Superstar’ Season 3 returns to crown India’s next big fashion influencer; Meet the 12 chosen ones all set to compete for the coveted title; To be streamed on Myntra Studio and Voot

The quest to pick the most dynamic and expressive creator defining life’s journey through their handpicked fashion and beauty choices is set to go live on November 11, with the theme, #MFSIWearMyStory

12 talented, edgy, and creative influencers are geared up to battle it out in the pursuit of becoming India’s next top influencer

Bengaluru, November 8, 2021: The search for the nation’s most sought-after fashion influencer resumes with season 3 of the one-of-its-kind fully-shoppable, digital fashion reality show, Myntra Fashion Superstar, streaming from 11th November on Myntra Studio via Myntra App, and Voot. Viewers can watch the digital and fully shoppable reality fashion show in an 8-part series as this year’s show promises to be bigger and better, showcasing glimpses of real-life instances of the contestants, set to engage with audiences across the country with the thought-provoking theme, I Wear My Story.

Myntra Fashion Superstar (MFS) will not only give digital influencers across the country a platform to display their creativity to the judges and viewers, but also an opportunity to alter mindsets and create a larger impact on the community. Premiering on Myntra Studio via the Myntra app and Voot, the much-awaited digital reality show will have an esteemed panel of judges featuring India’s all-time favorite influencers **Kusha Kapila, Aashna Shroff, Ankush Bahuguna, and Santu Misra**, led by fashion doyen, **Manish Malhotra**.

MFS-3 will commence with 12 very talented contestants who will battle it out for the coveted title of India’s next big fashion influencer, through 8, 45-minute episodes. The contest has been designed to progressively eliminate contestants as the episodes advance until the grand finale where the judges handpick their favorite influencer to be crowned with the title of Myntra Fashion Superstar. This season, the influencers will also engage the audience through interactive live vlogs, as opposed to only traditional static video diaries with sheer creativity at the forefront. In return, the jury gives ‘likes’ to score the influencers that determine their future in the show.

The theme **#MFSIWearMyStory** is about revealing the actual person behind the persona. In this digital world, most people hide behind camera tricks and forced transitions and often show the world unauthentic social media versions of themselves. ‘I wear my story’ is about staying true to one’s self and expressing one’s own journey in his or her own style, unfiltered and authentic, through fashion. It is about celebrating one’s self for who the person is, with all their inherent shortcomings, struggles, and glories, articulated through innovative fashion and beauty content. The key ingredients to becoming an influencer with the potential to impact mindsets and drive conversations that matter within their community are what the judges are looking for this season.

The 12 chosen contestants for MFS-3 are, 22-year old **Cipia Artul**, a full time content creator from Delhi, having executed uber-stylish campaigns for fashion and lifestyle brands including Urbanic and Boat; 25 year-old **Shrawan Chhetri**, an alumnus of NIFT, a budding fashion entrepreneur based out of Delhi with his own fashion brand called, ‘Crucial’; 22-year old **Tanya Gupta**, a Literature graduate who is a freelance content creator from Kanpur and an advocate of inclusivity and mental health; 28-year old **Samidha Singh**, a finance graduate from Mumbai, who is now a full time fashion content creator;



29-year old **Queen Andro** from Darjeeling, who describes fashion as glamorous, androgynous and eclectic, 23-year old **Yukti Chugh**, from Indore, who kickstarted her fashion influencer journey last year and has already garnered a substantial following; 23-year old **Jinal Jain**, a NIFT graduate from Mumbai who won the prestigious Runway Award and has a quirky sense of style; 19-year old **Priyam Yonzon**, a style-first creator from Darjeeling, currently finishing fifth semester of English honors; 27-year old **Devansh Kamboj**, who is based out of Delhi, has an easy going 'personality' with funky style and frequently collaborates with his influencer wife, Maggi; 26-year old **Ziean**, a civil engineer from Itanagar, fashion & beauty blogger and avid dancer; 27-year old **Adlina Angelo**, an upcoming social media figure from Mumbai, who loves all things fashion, travel and wellness and Chandigarh-based **Ankit Vaid**, a visual merchandizer for 7 years with a distinct and sharp sense of style. [Here is a video introducing the 12 talented contestants.](#)

Myntra recently launched a 50-second promotional video, ahead of the commencement of season 3 of MFS, where viewers witness a sneak peek into the incredible content the MFS contestants will be putting together this edition. We also see the judges reacting to the performances of the contestants, as they evaluate them on a large horizontal digital screen.

Link to the video: <https://www.youtube.com/watch?v=Y0DogEo9HfM>

Viewers will have the opportunity to binge-watch all eight episodes on Myntra Studio and Voot, the ideal destinations to experience fashion and beauty superstars in the making at Myntra Fashion Superstar - Season 3.

Speaking on the arrival of MFS, Season 3, Achint Setia, Business Head - Social Commerce, Myntra, said, "As it enters its third edition, Myntra Fashion Superstar is now the most awaited digital fashion reality show, especially by the social media-savvy and fashion-conscious youth of the nation, to watch and engage with some of their coequals as they rouse discussions on topics that are relevant, much-needed and entertaining. I Wear My Story underscores the need for the youth of today to be true to their personalities and express themselves in ways that relate to their characteristic traits and this is best articulated through fashion. We are excited to watch these 12 amazing contestants come together on the MFS stage and create magic with their distinct personalities and creativity. Being a digital-only series, Myntra Studio and Voot make for the perfect platforms for the entire nation to binge-watch all 8 episodes of the season."

Speaking on the association with Myntra, Chanpreet Arora; Head - AVOD (Voot), Viacom18 Digital Ventures said, "We're excited about the collaboration with Myntra for the third edition of Myntra Fashion Superstar. Both Voot and Myntra have been at the forefront of shaping pop culture in India. As a brand that strongly resonates with the youth, our association with Myntra will allow us to leverage our combined strengths to ensure the show achieves significant reach and scale. All the contestants participating this year have great individual stories that will connect with the young audiences. We are looking forward to a long-standing association with Myntra in the future as well."

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 VOOT:

VOOT is India's leading digital video-on-demand streaming service from the house of Viacom18. With a content library of more than 80,000 + hours across Viacom18's network content, exclusive content around network shows and VOOT Originals, the platform caters to varying needs of discerning audiences across segments. VOOT is the Country's most engaging platform in the ad-supported service space. VOOT continues to take the leadership mantle on innovation, across content, technology, and marketing initiatives, aimed at providing an immersive experience to its users.

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.