



## **Myntra to celebrate brands with a one-of-a-kind Brand Fest; Enabling brands to significantly amplify customer engagement with fresh collections**

*H&M is the first brand to be showcased as a part of its Summer Brand Fest; Myntra H&M Brand Fest will be live until 29th April*

*As a part of the Brand Fest, each month to be dedicated to a specific brand offering a multitude of attractive offers and unveiling new collections to shoppers*

**Bengaluru, April 28, 2022:** Myntra announces the launch of a one-of-a-kind Brand Festival, enabling marquee brands on the platform a chance to showcase their offering and latest collection while amplifying customer engagement significantly. Each Brand Fest will host one key brand on the platform, showcasing special offers for shoppers on select days, for an unmatched opportunity to shop for their favourite products and browse through latest collections. H&M will be the first brand to be a part of the Myntra Brand Fest which is being launched under the Myntra Spotlight initiative, to celebrate, showcase and effectively engage much-loved international brands with shoppers. The Spotlight Program is an initiative to introduce emerging labels and international brands on Myntra. The H&M Summer Fest will be live till 29 April for shoppers across the country.

The Swedish brand, H&M, is a customer favourite across the globe, offering fashion that appeals to the many and for the many occasions, featuring a good balance between fashion basics, current fashion, and the very latest trends at the best price in a sustainable way.

H&M also has a strong partnership with Myntra, and its popularity has grown manifold on the platform over the last few years. The brand will showcase its newly launched summer and linen collections along with the brand's latest lifestyle offering, H&M HOME, during the 3-day event.

In addition to unparalleled offers, shoppers will have access to a host of other live brand related engagements. The brand in-focus will get visibility across channels during the three-day event by leveraging all of Myntra's strengths, including social media partnerships with popular influencers and its in-house M-Live and M-Studio platforms, bolstering Myntra's position as the preferred destination for international brands foraying into the Indian market.

**Commenting on the launch of the Brand Fest, Jayanti Ganguly, Business Head - International Brands and Marketplace, Myntra said,** "We are excited for the launch of this unique proposition, The Brand Fest, which enables us to create effective engagement channels between our marquee brands and our fashion-forward trend-first shoppers. Through this initiative, brands will be able to showcase their fresh and latest collections to shoppers independently, while also creatively engaging and communicating the brand story to the customer. Myntra Spotlight and Brand fest are initiatives that reinforce our commitment to showcase the best of international fashion to our fashion forward consumers."



## **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 H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil 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.