



## **Myntra onboards five uber-trendy high fashion international labels to enthrall Gen Z and fashion-forward shoppers**

*NA-KD, Miss Poem, OXXO, I Saw It First, and LC Waikiki, are the 5 labels set to delight Myntra's customers across the country*

*Myntra's international brand portfolio offers 30,000+ styles and is scaling at a significant rate*

**Bengaluru, June 28, 2022:** Myntra announces the launch of five international high fashion labels, as part of its initiative to scale its assortment of global fashion by curating a special collection of chic and trendy fashion and lifestyle labels. The newly launched labels **NA-KD, Miss Poem, OXXO, I Saw It First** and **LC Waikiki**, will be showcased in an independent brand store on Myntra to feature the fresh assortment of styles from the high-fashion labels. Myntra's International brands portfolio hosts an extensive **30K+ styles** from an array of leading and popular brands, hosting one of the largest collections of global brands under one roof for shoppers in India.

One of the labels, the design-oriented **Miss Poem** from Turkey, which was established in 1994, boasts of a 'young vision' for fashion and features products for the quirky and fashionable Gen Z audience, at an ASP of ₹1000. With over 120 stores globally, the label operates across stylish dresses, printed tops, and quirky T-shirts on Myntra. Another popular Turkish label, **OXXO**, creates unique and sustainable fashion for girls and women in the age groups of 16 to 45, at an ASP of ₹2000. The categories on Myntra from this label, feature basic tops, casual bottoms, well-fitted denims, and flowy dresses, making it a favourite among shoppers seeking fresh and trendy fashion.

The Manchester based label, **I Saw It First**, offers edgy high fashion looks that include body con dresses, printed cropped tops and flowy skirts. The label caters to a wide audience of women, offering products across sizes, ages and identities, while drawing its inspiration from the ramps of Paris to the beach clubs of Ibiza. Offering a bevy of styles, the label adds to the distinct collection of fashion available on the platform. The Swedish high fashion label, **NA-KD**, is another exemplary addition to the collection of international brands on Myntra, with its motto of re-inventing sustainable fashion for next-gen shoppers, being a favourite among conscious consumers. The label's 'romantic chic', 'boss lady', 'rock sharp' and 'street smart' collections offer contemporary dresses and tops for fashion enthusiasts, across a wide selection of styles. With an ASP of around ₹2000 for both the labels, they are poised to compete with other sought-after international brands in the country.

**LC Waikiki**, originating from Turkey and available in 50 countries, presently caters to kids and is available at an ASP of ₹1200. Established in 1988, the label is a recognized leader in the ready-to-wear industry, with over 1000 stores present globally. The label will also be adding an assortment of styles for women on Myntra in the coming months, across swanky dresses, flattering tops and breezy skirts in warm and sunny tones, among others.

The addition of the five labels to Myntra's large portfolio of global brands, adds to the size and variety of the platform's offering, driving deeper consumer engagement and higher traffic. Myntra's international brand portfolio is currently witnessing a **significant increase in demand driven by the upwardly mobile fashion-conscious cohort**. As labels are poised to be a success among the Gen Z cohort, Myntra will be focussing on delivering the best assortment of emerging international labels over the next 12 months to its fashion-forward shoppers.



**Touching upon curating an assortment of high fashion labels, Jayanti Ganguly, Business Head - International Brands and Marketplace, Myntra said,** “Our core expertise lies in the sphere of understanding the evolving fashion needs and preferences of shoppers, pushing us to explore, innovate and democratize fashion. With sharp price points, trend-first styles and global appeal, the addition of high fashion labels provides ample opportunity to cater to our base of shoppers, especially the Gen-Z cohort, on the platform that is seeking fresh styles. Our Spotlight Program is intended at solving for access and appreciation of international brands and labels among fashion-forward shoppers in India.”

The five labels have been introduced under the Spotlight Program, an initiative to introduce emerging labels and international brands on Myntra, so as to cater to the varying needs of the discerning fashion shoppers in India.

### **About Myntra**

Myntra is one of India's leading platforms for fashion brands and 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. Myntra platform offers a wide range of 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. Myntra services over 19,000 pin codes across the country.