



Myntra Big Fashion Festival to be live from 23 September offering access to 1.5 million styles across fashion, beauty and lifestyle

Myntra expects over 6 million unique customers to shop from the festive fashion event

Number of Brands have decided to use this festive event to launch 100+ new styles

Bengaluru, September 14, 2022: Myntra, one of India's leading fashion, beauty and lifestyle platforms' festive carnival, Big Fashion Festival (BFF) will be Live from **23 September**. This festive fashion dhamaka will witness the platform offer access to more than 1.5 million styles from leading domestic and international brands, offering products across categories like fashion, lifestyle, home and beauty and personal care. Brands have planned more than 100 new launches as part of the festive proposition, known as **BFF Specials**, to woo the fashion forward customers, ahead of the event. Over 6 million unique customers are expected to shop during this mega festive carnival.

Besides access to numerous value offers to shop for the entire family, this edition also brings '**BFF Specials**', specially curated by the respective Brands, for customers seeking trendy and fresh collections at great value.

Some of the brands offering their new collections as a part of BFF Specials include:

Apparel - Nalli, the Label Life by Malaika, Being Human, Ahalya, IndoStreet, Peter England Active, Baisacraft, USPA, Celio X Pokemon, FCUK innerwear, Deyann, Blackberry Tech Pro collection, Koski,
Kidswear and teenswear - Wrogn Teenswear, Collster by Pantaloon, Biba, Max
Beauty - Masic, MAC - Fix +, Etude House, Essence Get Set glam
Footwear - One8 X Puma, The Mini Needle, Retro by USPA, Carlton London, Campus, LEEvar, Toms
Accessories - Urban Forest, Stylestry, Enoki by Baggit, Wildcraft Trolley
Home - UCB Home
Watches and Wearables - Hugo watches

Speaking about Myntra's preparations for the Big Fashion Festival, Sharon Pais, Chief Business Officer, Myntra, said, "Our marquee festive fashion event, which starts from 23 September, is expected to see ~6 million unique shoppers flanking the platform to shop for their entire family. This edition of Big Fashion Festival will enable customers to shop from a 50% bigger selection of 1.5 million styles and from over 100 new launches, giving them access to choose from great deals and offers from brands as well as exciting rewards, delighting customers this festive season."

Value offers and Rewards

The celebrated festive event presents access to unprecedented value offers by brands, along with ingenious customer engagement propositions like the curtain raiser deals and the **deal o'clock**. Customers using **Axis Bank** and **ICICI debit** and credit cards to make payments on their purchases will enjoy an additional 10% off. **Myntra Insiders**, members of its popular loyalty program, will also have the opportunity to avail benefits like, free shipping on all orders, Myntra gift cards, vouchers from celebrated brands, among others. This edition of the event BFF will also see the brands offer consumers assured BFF Rewards, like *coupons from brands in the beauty, entertainment, food, travel, media, music among others*.

For the Big Fashion Festival marketing campaign, Myntra has roped in multiple celebs including the power couple Virat Kohli and Anushka Sharma and Bollywood superstars Ranbir Kapoor and Kiara



Advani. The films will play a pivotal role in connecting Myntra with millions of new and existing fashion-forward consumers during BFF and is set to reach out to 250+ million people.

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.