



Myntra Big Fashion Festival fuelled the growth of fashion, beauty and lifestyle brands on the back of strong customer demand

- *Over 1.2 million new customers shopped during the event, the highest ever so far*
- *In a first, ~60% of the items have been delivered before the end of BFF with fastest delivery fulfilled in ~240 minutes of placing the order; every 1 in 5 orders delivered within 48 hours*
- *Beauty and personal care category witnessed 40% more customers than last edition*
- *Homegrown D2C brands on Myntra registered an unprecedented growth*
- *Myntra's Live Commerce registered more than over 1 million visits through ~450 live stream events during BFF*
- *Myntra's social media campaign delivered 775 mn impressions, and over 25 mn engagements*

Bengaluru, October 03, 2022: Myntra's marquee festive fashion event, the Big Fashion Festival, which ushered in the festive fashion shopping spirit this year, concluded its third and the biggest edition ever. The event welcomed a record **1.2 million new customers** from across the country. As customers shopped in plenty for fashion, beauty and lifestyle products during the event, Myntra Big Fashion Festival saw over 45% of visitors coming from tier 2/3 cities of India.

The third edition of BFF offered access to 1.5 million styles, 1.5X more compared to the previous edition, enabling a diverse set of over 6000 brands to cater to the festive shopping needs of the entire family.

Delivering bags of joy from the third edition of Big Fashion Festival in record time, the event saw the **fastest order getting delivered in ~240 minutes**. The strong delivery network, one of the key USPs of shopping on Myntra, has already fulfilled a record 60% of festive fashion shopping orders before the end of the event.

Popular categories:

The top trending categories this edition were women's Indianwear and western wear, men's casual and workwear, beauty and personal care, and watches and wearables while the beauty and personal care category that scaled up its portfolio by ~2X YoY, saw **40% more customers** than last edition. 'StyleCast', Myntra's dedicated destination for the fashion-forward Gen-Z enthusiasts of the country, drew the attention of more customers during the event. The Big Fashion Festival was an opportunity for customers to shop for their entire families' festive fashion needs, including kids and teens. Watches and wearables category were also popular and witnessed over **90% growth** in demand.

Most Popular brands of BFF-3:

During this edition of Big Fashion Festival **D2C Brands** witnessed an unprecedented growth on Myntra, giving a major boost to the homegrown fashion industry. Fashion forward customers who also enjoy shopping from international brands, purchased the fresh and trendy collections from H&M, mango, urbanic, Trendyol, GANT, Forever21 and Forever New. Some of the other brands that saw high traction during the event are USPA, Puma, Boat, H&M, Roadster Life & Co., Levi's, Adidas, Nike, Maybelline, Anouk, House of Pataudi, Sojanya, Deyann, All About You, Invictus, Fable Street, Rare Rabbit, Suta, Hellcat and Max teens among others. Given the season of festivities around, Indianwear saw a big fillip as well on the platform.

Key highlights of BFF:



Top non-metro cities: Guwahati, Bhubaneswar, Dehradun, Jammu, Imphal, Mysore, Siliguri, Udaipur, Cuttack, Jalandhar

Products purchased by customers every minute:

- 189 T Shirts
- 115 Shirts
- 61 Tops

Most popular items city-wise:

- Bengaluru- T-shirts
- Delhi - Kurtas
- Hyderabad- Jeans
- Mumbai- Shirts

Speaking on the grand success of the Big Fashion Festival, Sharon Pais, Chief Business Officer, Myntra, said, “Spreading the cheer of festivities, the Myntra Big Fashion Festival concluded on a high note, with 6 million customers placing orders across fashion, beauty and lifestyle, as they shopped for their entire family’s festive needs. **Our strong last mile network, including 21000 kirana partners, has fulfilled 60% of deliveries before the end of the event, yet another testament of our customer centricity and commitment to deliver an unparalleled fashion shopping experience.** The event also gave an impetus to many homegrown D2C brands by bringing them the opportunity to connect with millions of upwardly-mobile fashion-forward shoppers of the country, with some of them registering a robust growth. We are delighted with the value that this edition of the Big Fashion Festival has been able to bring about for brands across the spectrum including domestic and international, in addition to helping augment income for our kirana partners and artisans while serving the festive fashion needs of our customers.”

Myntra’s 360-degree marketing campaign, amplified across TV, digital and social media, engaged over 250 million people across the nation. Myntra’s wide customer base, including a huge Gen-Z cohort, actively participated in the Big Fashion Festival social media campaign leaving the ‘BFF Game’ zone to trend on Twitter lifestyle and fashion affinity trends for 15 days. The event’s social media campaign delivered 775 million impressions, and over 25 million engagements.

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.