



## **Myntra's 'Creator Pass' is witnessing significant adoption from emerging Content Creators this Big Fashion Festival**

- ~ 20,000 creators have unlocked the special benefits of the Myntra "Creator Pass" so far
- Content creators with a minimum of 2K followers on any social media platform eligible to avail the 'Creator Pass'
- Myntra's social commerce propositions have surpassed over 10 billion social impressions

**Bengaluru, October 1, 2022:** The Myntra Big Fashion Festival is offering the 'Creator Pass', a first-of-its-kind shopping pass for budding content creators with more than 2K followers on any social media platform to avail added benefits during the platform's ongoing marquee festive shopping event. The initiative is seeing massive traction on social media with over 20,000 emerging content creators having availed the benefits so far.

Introduced in the lead-up to the Big Fashion Festival, the 'Creator Pass' is a part of Myntra's nuanced commitment to strengthening the creator ecosystem, by enabling emerging and upcoming creators to holistically experience the festive carnival, giving them access to fashion, beauty, and lifestyle products from across the globe, aiding the enhancement of their festive style quotient.

The 'Creator Pass' has been available to fashion and beauty content creators, during Myntra's BFF, India's Biggest Fashion Dhamaka, which is hosting more than ~1.5 million styles, from 6000+ brands, including the most in-trend collections across fashion, beauty, and home offerings among others. With unique offerings like the BFF Specials, a curated festive collection from the platform, the event, which ends on October 2 has been presenting value offers and rewards to Myntra's fashion-forward customer base. The ongoing mega fashion event is touted as one of the preferred festive family shopping destinations in the country, especially for fashion and beauty aficionados.

The registration process for the 'Creator Pass' entails:

- Creators need to enter their details on the 'Creator Pass' web page (links available on Myntra's social handles. [Link](#))
- Once verified, they avail the digital 'Creator Pass' via email.
- Creators can then access their pass to shop from a wide variety of trendy styles across leading brands with an additional 15% off during the Myntra Big Fashion Festival.

This one-of-a-kind initiative has further propelled Myntra's commitment to empower the creator economy by leveling the playing field for emerging influencers looking to carve a niche for themselves by giving them unprecedented access to leading brands and styles at unmatched prices.

Myntra has been at the forefront of enabling the creator economy with its immersive social commerce propositions. Myntra Studio hosts 1000+ creators, while the platform's ingenious live shopping proposition, M-Live allows hundreds of creators to effectively engage fashion and beauty enthusiasts, while Style Squad, Myntra's army of stylish, loved, trusted, relatable, diverse and high performing content creators, consistently churn out compelling content that further elevates the shopping experience on Myntra.

In the ongoing edition of the Big Fashion Festival, Myntra is hosting ~350 M-Lives which are a good mix of both brand-led and celeb-led to engage the fashion forward customer base effectively. On an



average, M Live has been witnessing 100% engagement rates across its planned sessions and has also seen a significant growth in its live streaming traffic, in the recent past. This edition of the Big Fashion festival has seen Myntra working with over 2000 fashion and beauty creators such as Komal Pandey, Kusha Kapila, Santoshi Shetty, and Kritika Khurana, among others, to amplify the buzz around its marquee festive shopping event.

### **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.