



Ahead of EORS-17, Myntra launches Indifusion, an Indo-fusion wear brand on the platform

- *Indifusion is the first Indo-fusion wear brand from the European fashion house BESTSELLER group that houses popular casual wear brands VERO MODA, JACK & JONES, ONLY and SELECTED.*
- *Indifusion is offering 350+ styles across categories like Kurta Sets, Kurtas & Tunics, Bottoms, Dupattas & Stoles, and Ethnic Dresses, on Myntra at a starting price of ₹1500*
- *Myntra's fusion wear segment has witnessed a strong growth on the platform, with some of the popular fusion wear brands growing at more than 60% compared to the previous year.*

Bengaluru, December 8, 2022: Ahead of its marquee bi-annual fashion event, **EORS (End of Reason Sale)**, which is slated to go live from **December 10th to 16th for its 17th edition**, Myntra launches 'Indifusion', a celebrated fusion wear brand on the platform, further bolstering its Indian ethnic wear brand portfolio. The brand's partnership with Myntra will mark its first association with an online platform in India.

Indifusion's selection on the platform comprises 350+ styles, across kurtas, kurta sets, ethnic dresses, dupattas, and bottoms, among other finely crafted apparel and accessories on the platform, starting at price INR ₹1500. These selections will be part of Indifusion's four collections: Indipure – simple yet stylish, IndiLove - the bold and classy, IndiGlam - a mix of traditional inspirations and modern designs, and Indie label - a festive occasion wear. Myntra's pioneering social commerce propositions M-Live and M-Studio will also be leveraged to enable Indifusion connect with the fashion-forward customers base. Indifusion will take part in Myntra's upcoming marquee biannual fashion event, EORS, offering price reductions of up to 50%, during the period.

Catering to the growing demand of young women who experiment and embrace vintage crafts wrapped in modern silhouettes, Indifusion endeavours to revolutionize the fusion wear segment with its design aesthetics, which reflect the quintessential blend of extravagant international fashion and the grace of heritage craftsmanship. Indifusion is marketed and retailed by BESTSELLER India, which is a part of the BESTSELLER group, a family-owned fashion company from Denmark, founded in 1975.

The fusion wear segment recorded a strong growth rate on Myntra in 2022 with some of the popular fusion wear brands growing at more than 60% over the previous years, resulting from greater affinity for design-conscious and fashion-forward shoppers on the platform.

Speaking on the launch of the brand, Padmakumar Pal, VP - Category Management, Myntra, said, "We have been seeing a great demand and increased adoption of fusion and ethnic wear and trendsetting designs and styles among our customers on the platform. We are very excited to onboard Indifusion, which beautifully integrates our vivid Indian culture with bold contemporary ideas. We believe this association will go a long way in strengthening our continuous endeavour to cater to the wide segment of fashion-forward audiences with an array of options to choose from across price points."

Commenting on the association with Myntra, Vineet Gautam, CEO & Country Head, Indifusion, said, "Indifusion aspires to revolutionize the fusion wear segment, build a strong fashion foothold and celebrate individual expression by carving a niche of our own in this category. Myntra's widespread reach coupled



with a seamless shopping experience makes it the partner of choice for us. As a brand that has just begun its online journey, being present on Myntra allows us to take a huge leap in the digital and e-commerce space.

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.

About BESTSELLER India

BESTSELLER India is part of BESTSELLER, a family-owned fashion company founded in Denmark, Europe in 1975. Worldwide, BESTSELLER is present in 46 countries through more than 2,800 chain stores and 12,000 external multi-brand stores.

The brand provides fast affordable fashion for women, men, teenagers and children. The brand products are available online, in branded chain stores and in multi-brand and department stores across the world.

BESTSELLER India markets and sells the five BESTSELLER brands JACK & JONES, VERO MODA, ONLY, SELECTED HOMME and INDIFUSION.