



Myntra grows its accessories category by 100% and targets to grow YOY by 200%

Adds Lacoste, Coach and Hugo Boss to its premium watches collection

Bengaluru, February 6th, 2018: Myntra has grown its accessories category by 100% and targets to grow YOY by 200%. Myntra is bullish on the category and keeping in mind the long term prospects of the Accessories category, it has announced its association with premium watch brands like Lacoste, Coach and Hugo Boss as a striking addition to its existing portfolio, making way for consumers to shop for their favorite timepieces from a swanky collection.

Daniel Wellington, one of the fastest growing brands globally, a social media phenomenon and the modern American luxury brand Coach, will be exclusively available online on Myntra. Some of the leading brands in the category are Fossil, Michael Kors, Casio and Titan. With the addition of new brands, Myntra now houses over 30+ top global brands in the category, making it one of the finest watch stores in the country to call.

Myntra is also launching a special campaign for the first time in the category to promote the new collection, called, 'Myntra Maxcessorise', to be held on the 7th and 8th of February. Led by digital and social mediums, the campaign aims to showcase the variety and beauty of the collection, available exclusively on Myntra. Leading brands such as Fossil, Daniel Wellington, Police and Tommy Hilfiger are partnering with Myntra for the promotion.

Speaking on the occasion, Ananya Tripathi, Head Sports & International Brands and Chief Strategy Officer, Myntra, said, "Myntra has witnessed a 100% growth in this category over the last couple of years. The demand for premium brands is on the rise owing to some of the trendiest global collections and we foresee more and more shoppers opting for international brands in the months to come. With the addition of Lacoste, Coach and Hugo Boss among others, we are on our path to being the most preferred destination for watches in the country."

Rajiv Mehra, Regional Sales and Marketing Director, APAC Region, ILG Group, said "With the ongoing success in the Indian domestic market for the Police brand of watches, we are now ready to take the plunge in the growing online channel. With this objective in mind, we proudly associate ourselves to launch the brand, with the dynamic lifestyle and fashion online partner Myntra. This will help strengthen our presence in the online space and grow the brand to the next level. We are confident that with this association, we shall be able to target the right audience for our brand of watches which is quite distinctive and unique in its offering and styling, with aggressive pricing. We look forward to this partnership which will help grow the brand as well as cater to the target audience with a product niche which is more or less not existing in the offline space"

**About Myntra:**

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.