



Myntra Styles IIFA 2017 New York edition

- *Myntra's fashion show at the IIFA Stomp, Times Square, New York during the IIFA weekend will set a benchmark in democratizing fashion with live engagement for Indian consumers, as they shop on the go*

Bangalore, June 4th 2017: India's leading destination for fashion online, Myntra, is the official style partner for the coveted Bollywood awards ceremony, the IIFA Weekend 2017 – for their first ever New York edition.

The Bollywood and fashion affinity takes a leap with Myntra's association with the IIFA awards. Bollywood celebrities are often in the limelight as style icons, unafraid to experiment with innovative styles. Going a step further, Myntra has also planned an array of exciting events at the IIFA Weekend 2017.

Strengthening the fashion connect, Myntra will host a fashion show at the Times Square, New York with IIFA Stomp on **13th July, 2017**.

The famous New York Times Square is always buzzing as a shopper's paradise offering the best of high fashion. Back in India, Myntra has democratized fashion by offering an eclectic mix of brands turning into an e-shopping utopia. The fashion show is an expression of Myntra's core belief. Drifting away from conventional shores, the Myntra fashion show will symbolically 'unramp' where the models will express their distinct styles while having fun on the go, walk in groups which is a break from the tradition. The looks put together will be assorted from the outfits and accessories available on the Myntra platform by the team of in-house experts. The curated attire will showcase everyday wear, airport looks with funky add on to amp your daily clothing. The Bollywood showstopper will be an element of surprise for our spectators.

Gunjan Soni, CMO, Myntra, said, "Myntra brings the best of fashion under one roof, while IIFA brings the best of Bollywood. Taking the association a notch further, Myntra is excited to style IIFA this year. Myntra's association with IIFA begins as a style partner in the first year and will continue for the next two years as both style partner as well as title sponsor. The fashion showcase at the New York Times Square articulates our commitment to making global fashion available to our shoppers. The experience of shopping the looks online while the show is on will allow the Myntra consumers to engage with fashion like never before."

Other activities at IIFA too revolve around involving the consumer at different levels. There is, 'Vote for Your Favourite Style Icon' from the Myntra app. The activity allows over 20 million Myntra app users

from across the country to select their most preferred Bollywood fashion icon by logging from their smart phones. The winner with the maximum votes will be awarded as The Style Icon Of The Year by Myntra at the IIFA awards ceremony. There is a much anticipated 'MOGO' launch where in for the first time ever, Myntra will showcase a signature tune attributed to Myntra's core philosophy. The musical rendition of MOGO will be played out at the Fashion show. There is also the very exciting Green Carpet integration that will have celebrities share their fashion insights with the Myntra consumers.

The IIFA weekend styled by Myntra, will host a range of activities from 13th July to 16th July 2017 and will be aired on Colors.

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.

About IIFA

The International Indian Film Academy is a first-of-its-kind effort to promote Indian Cinema globally, spearheaded by Wizcraft International Entertainment Pvt. Ltd thus reaching out to millions of its fans. The IIFA Weekend and Awards is a celebration of Indian Cinema consisting of fun-filled activities that brings the fans close to their favourite stars. The highlight of the Weekend is the IIFA Awards Ceremony that honours the best of Indian cinema. Fans of Indian cinema from all over the world converge to celebrate Indian cinema, whereas millions worldwide catch the telecast from the comforts of their home. IIFA spreads the magic of Indian cinema to various exotic locales around the world. Starting with the Millennium Dome, London, IIFA has travelled through Sun City, Malaysia, Johannesburg, Singapore, Amsterdam, Dubai, Yorkshire, Thailand, Macau, Colombo and Toronto.