

Myntra gives sneakerheads a unique experience with Nike's latest Air Max collection

Bengaluru, April 04, 2019: In a first of its kind partnership with Nike, Myntra formed a five member squad of the ambassadors of Nike's Airmax culture, to be the face of the launch of Nike's latest Air Max collection. Myntra chose two sneakerheads from its customer base, one of their existing sneakerhead influencers' and two employees who are Nike loyalists.

Termed as the 'Masters of Air', Air Max is a way of life and form of self-expression for these five individuals. Designer-turned-tattoo artist Shyamli Panda was one of the five individuals who came together to form the 'Masters of Air' squad. The second sneakerhead from Delhi is Nishant Fogaat, a designer who is known for breaking down sneakers and converting them into trendy headgear. Manpreet Kaur, a stylist and a sneaker enthusiast was joined by Gaurav Singh Bisen aka @midspectrum and Bharat Jain from Bangalore - all with a deep passion for sneakers and the culture behind it

The birth of sneaker culture may draw its roots from the United States, but that hasn't stopped people in India from joining the art of collecting, trading or just admiring limited edition shoes as a hobby. It is a subculture that is now uniting genders and generations from all spheres of life in the country. As India's leading destination for fashion and lifestyle, Myntra has its own, 'Myntra Sneaker Club', which has established itself as the storehouse of all leading sneaker brands.

As a continued effort to elevate sneaker shopping experience, Myntra Sneaker Club sought out to give sneaker enthusiasts in the country a unique experience, by inviting them along with style influencers and celebrities, to promote their passion for the culture.



Link to video: <https://youtu.be/oXkj3jjZy8Q>

Apart from earning a chance to being the face of the campaign, the five member squad got the latest Nike look for themselves, as well as a customized Nike sneaker kit, featuring the Air Max 720 and the Air Max Dia.

About Myntra and Jabong:

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company 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 and Jabong are today the preferred shopping destination in the country.

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