

Myntra ties-up with Tommy Hilfiger - Shoppers in India given a chance to pick the TommyXGigi collection straight off the ramp from the show in Los Angeles!

- *An exclusive 'See now, buy now' association allowed shoppers to witness the TommyXGigi show, live from New York Fashion Week in Los Angeles, on Myntra's platforms*
- *Allowed shoppers to purchase from the collection being showcased at the fashion week, in real time*

Bengaluru, February 9, 2017: In a first, Myntra announces an association with Tommy Hilfiger, allowing shoppers to pick from the brand's upcoming Spring '17 collection that was showcased today at the New York Fashion Week held at Venice beach in Los Angeles. Shoppers will have a unique 'See Now, Buy Now' option to buy the garments online on Myntra. One of the world's leading designer lifestyle brands, Tommy Hilfiger showcased the TommyXGigi collection during the event. Shoppers in India were allowed to make purchases as they witnessed the show live on the Myntra app or website at 06:30 AM IST on February 9, 2017. The show was followed by a music gig.

This is the first time the 'See Now, Buy Now' concept is available for online shoppers in India on Myntra.

The Gigi Hadid collection is the second capsule to be co-designed by Tommy Hilfiger and Gigi Hadid, the brand's global womenswear ambassador. The duo invited consumers to take part in the design process by allowing them to vote for their favorite styles on social media for Spring '17 collection. The TommyXGigi collection features women's apparel, footwear and accessories including watches and sunglasses. It is inspired by the 'Summer of Love' theme and pays homage to the city of California with badges and patches inspired by the sunshine state. The look also celebrates Hadid's unique take on modern style, fused with Hilfiger's signature "classic American cool" heritage.

Speaking on the occasion, GunjanSoni, CMO & Head, International Brands Business, Myntra, said, "We are focused on providing our shoppers with the latest and best of fashion from across the world. We are very excited about this association with Tommy Hilfiger which enabled our customers to make purchases in real time while their Spring '17 collection was showcased at the New York Fashion Week. The association is the first of its kind in the country and we look forward to bringing more innovative and unique opportunities for our customers to access the latest fashion from global brands. "

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 Tommy Hilfiger

With a brand portfolio that includes Tommy Hilfiger and Hilfiger Denim, Tommy Hilfiger is one of the world's most recognized premium designer lifestyle groups. Its focus is designing and marketing high-quality men's tailored clothing and sportswear, women's collection apparel and sportswear, kidswear, denim collections, underwear (including robes, sleepwear and loungewear), footwear and accessories. Through select licensees, Tommy Hilfiger offers complementary lifestyle products such as eyewear, watches, fragrance, athletic apparel (golf and swim), socks, small leather goods, home goods and luggage. The Hilfiger Denim product line consists of jeanswear and footwear for men and women, accessories, and fragrance. Merchandise under the Tommy Hilfiger and Hilfiger Denim brands is available to consumers worldwide through an extensive network of Tommy Hilfiger and Hilfiger Denim retail stores, leading specialty and department stores, select online retailers, and at tommy.com.