



## Myntra launches IIFA Line collection at the IIFA Rocks ceremony in Bangkok

*Capsule Collection designed by noted fashion designer Vikram Phadnis*

*Collection adorned by showstoppers, Radhika Apte and Diana Penty at the fashion walk*

**Bengaluru, June 23, 2018:** Myntra has launched yet another stunning collection in association with IIFA, at IIFA Rocks, which is part of the ongoing awards ceremony in Bangkok. The show was held at the prominent Siam Niramit Theatre in the city.

The capsule collection of the new Myntra line has been designed by celebrity fashion designer, Vikram Phadnis, which along with other partner brands, defines the take on global red carpet looks for the everyday Myntra customer. The line has all it takes to make the customer look like a diva on her special occasion, be it a cocktail night, wedding events or any special celebration, it covers the most popular red carpet trends of the year. Bollywood divas, Radhika Apte and Diana Penty were the showstoppers who walked the ramp to showcase Myntra's new IIFA Line.

“It has been a pleasure associating and working with Myntra on the IIFA line! Myntra's understanding of fashion and the fashion conscious is unmistakable and has given me a very exciting opportunity to design a new Bollywood line, to be adorned by millions. I'm very excited about this collection and thoroughly enjoyed the show organized as part of the launch.” - **Vikram Phadnis, Leading Fashion Designer**

Gunjan Soni, Head- Jabong & CMO, Myntra said - “The launch of the IIFA line on Myntra further strengthens our bond with the fashion fraternity and our fashion conscious shoppers. Shaped by celebrated fashion designer, Vikram Phadnis, our exclusive new line from Myntra takes the shortest route from the ramp to the wardrobes of millions of fans across the country. We are thrilled to be celebrating the confluence of fashion and Bollywood with our consumers by taking this association to the next level here at Bangkok ”

The IIFA collection incorporates a variety of colours, designs and styles, with black and gold dominating the ensembles in all its grandeur. They have been designed to give the wearer the elegance and charm of a diva and includes unique themes from, **Athena** – incorporating larger than life silhouettes with black and gold detailing. It boasts of voluminous dresses in scuba fabric and silk with panels and bodices of sequined lace and gold jacquard, with baroque inspired black and gold line. The **Zink London** collection brings with it dresses and gowns in fluid fabrics with ruffle detailing in deep hues such as black and navy in maxi and midi length with swinging flared hems. The **Faballey** collection has tailored silhouettes in maxi lengths in open work laces and stretch knits. They are delicately draped, figure hugging silhouettes with fishtail hemlines, with rich evening tones of black, burgundy and navy. **Benoit**, flaunts slinky glamorous gowns in black that are body hugging, with open back, one shoulder embellished with gold flowers and is inspired by Grecian drapes.



## **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.

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