



‘Myntra Fashion Upgrade’ offers shoppers a wardrobe makeover through a unique association with GOONJ

- Associating with **GOONJ** for a cause –clothes reaching the masses
- *Wardrobe inessentials to be exchanged for redeemable points*
- Over **half a million styles from 2000 brands** on offer

Bengaluru, November 20, 2017: Myntra announces the arrival of its latest campaign, ‘**Myntra Fashion Upgrade**’, a four-day event, beginning on the 21st of November. This is the 2nd edition of Myntra’s Big Fashion Gig but with an interesting take. The special fair offers shoppers to choose from half a million styles from over 2000 leading global and domestic brands at attractive prices. A special feature of the campaign also allows shoppers to give away extra clothes, footwear, home furnishings and more against redeemable points that can be used to shop and upgrade their wardrobes.

‘Myntra Fashion Upgrade’ is a unique initiative that aims to give back to the society and stems from the idea of ‘doing good’ along with ‘looking good’. One of the key highlights of the campaign is Myntra’s association with **GOONJ**, a not for profit organization which channelizes unused clothes lying idle in urban homes, to the far-flung villages of India as an important development resource. As part of special arrangements made during this event that revolves around the concept of Fashion Karma, shoppers can submit up to 15 units of clothing, footwear etc with Myntra. The notion encourages people to increase their Karma score by giving away extra wear which will then be refurbished and reached out by GOONJ across the country. Through this association and drive, Myntra is enabling hundreds of thousands of people from across states to procure clothes, making it one of the largest ever initiatives in this direction.

An individual shopper can redeem points worth rupees 15,000/- in lieu of gifting needless clothes to the rural community through Myntra and Goonj and spreading joy across multiple cities. Myntra expects a twofold rise in sales during the period with 28 million sessions and a threefold spike in traffic to the platforms, resulting in a million shipments at the end of the fourth day.

Some of the leading in-house brands such as Roadster, HRX, All About You, Anouk and Dressberry are introducing a range of new styles during the event. Also, global brands such as Tommy Hilfiger, Jack & Jones, UCB, Vero Moda, Forever 21, Nike, Adidas, Puma, AND, USPA and national brands such as Lavie, Red Tape, W and Biba among others are presenting some of their latest collections.

Speaking about the campaign, Ananth Narayanan, CEO, Myntra-Jabong, said, “Myntra Fashion Upgrade offers fashion shoppers a very unique opportunity to upgrade their wardrobes with the added satisfaction of giving away a small portion of their wardrobe for a cause. We expect more than 2 million units of clothing, footwear etc to be handed over by shoppers and over 1 million people participating in the event. We are extremely delighted to associate with GOONJ and appreciate their efforts towards channelizing resources for rural development and would like to urge shoppers to participate in this initiative.”



Added, Naresh Krishnaswamy, Chief Revenue Officer, Myntra, “Consumer is always at the core of any decision we take at Myntra. According to our consumer research, 68% of Myntra consumers have shown willingness to participate in an event that contributes to a human cause. We are expecting double the baseline revenue in the span of 4 days. The uniqueness of this particular campaign is likely to enable us achieve stats beyond expectations. Customers can also avail a 10% instant discount on purchases made using HDFC cards.”

‘Myntra Fashion Upgrade’ is led by fashion, brands, styles, designs and trends, and is a move away from the traditional discount format.

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 GOONJ

About GOONJ: GOONJ (means an echo) a multi award winning social enterprise, using the urban discard for fueling wide spread development work across village India. While dealing with more than 3000 tons of material annually, Goonj reaches this material as a resource, as a parallel currency with dignity to the rural communities as they take up large scale development work like recharging water bodies, rebuilding local infrastructure, education, for addressing their own issues. Goonj’s work has also led to the systemic changes in the disaster relief & rehabilitation work; while it has also opened up the most taboo issue of menstrual hygiene and providing clean cotton cloth as a viable solution. For details, please refer- www.goonj.org.