



Myntra launches its in-house plus size brand, Sztori

Bangalore, October 25, 2018: Myntra announces the launch of Sztori, its in-house plus size apparel brand, especially designed to suit a larger range of body shapes and sizes. It is essentially a designer wear in the plus size category, offering consumers, the perfect fit and multiple style options at affordable rates. The apparel is made to suit plus size body types rather than prove to be a mere extension in size on existing profiles, thus breaking the existing age-old norm in the Indian market.

Post identifying a white space opportunity in the segment, Myntra set out to design and develop merchandise under a new brand to cater to the category and make wearers look fashionable with multiple style options at affordable prices, opening new avenues in the industry.

Known for democratizing fashion across segments, the launch enables Myntra to go a step further and include size profiles into the ambit of 'fashion for all'. It champions inclusivity in fashion, evaluating and emphasizing greater attention to styles, trends, designs, fit and fabric for plus sized apparel, in order to bring out the personality of the person wearing it. 'Sztori' derives its name and theme from Myntra's 'story' of developing a brand that celebrates a person's journey and spirit, helping to soar above shape and size.

The brand offers a range of products for men and women, including, Tees, denims, tops, dresses and more in L to XXXXL (Large to 4 times Large) sizes. Shoppers can choose from over 225 styles and designs at prices ranging from Rupees 799 and Rupees 1999.

Speaking on the occasion, Manohar Kamath, CXO and Head, Myntra Fashion Brands, said, "We are extremely delighted to announce the addition of Sztori to our portfolio of private brands. Plus size clothing is in great demand and it was time we offered something substantial in the category, opening up more avenues and possibilities for our customers. Research estimates that this segment will account for \$5-6 billion in the \$40-billion Indian online fashion apparel market, by 2020, which is approximately 10-12% of the overall market, making it an important proposition."

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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