



Myntra offers a sustainable clothing range in partnership with LENZING™ ECOVERO™ this festive season

Roadster, Dressberry, Mast & Harbour, and House of Pataudi (HOP) have created sustainable lines made with LENZING™ ECOVERO™ branded fibers

India, October 27, 2020: Myntra and LENZING™ ECOVERO™ fiber brand have joined hands this festive season, to provide apparels made of the environmentally responsible viscose fibre. As a part of this collaboration, Myntra's in-house fashion brands have created a range of eco-friendly outfits for women's and men's wear.

The drive to go-green is accelerating lately, and Indian fashion brands strive to stay two steps ahead. The partnership between Myntra and LENZING™ ECOVERO™ brand brings high on fashion products to the online market. A legion of innovative minds has worked on this collection to offer a wide range of innovative designs across brands. Outfits made of LENZING™ ECOVERO™ fibers will be offered by top brands like Roadster, Dressberry, Mast & Harbour, and House of Pataudi (HOP). The reasonably-priced apparels offer a wide range of choices for buyers with various tastes in fashion.

Tailored to a sustainable lifestyle, LENZING™ ECOVERO™ fibers are derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards. LENZING™ ECOVERO™ branded specialty viscose fiber has been certified with the EU Ecolabel which is awarded to products and services meeting stringent sustainability requirements throughout their life cycle.

Speaking on the partnership **Amar Nagaram, CEO, Myntra** said *"As one of the leading fashion retailers in the country, we are curiously conscious and committed to working towards serving the evolving fashion preferences of our customers with holistic offerings. This collaboration will further enhance Myntra's commitment towards the ecosystem."*

Speaking about the association, **Mr. Avinash Mane, Commercial Head, South Asia, Lenzing Group** said, *"As global industry leader in sustainability and innovation, we at Lenzing fibers are pleased to collaborate with Myntra to power eco-friendly fashion for Indian consumers. This collection brings a perfect mix of fashion and sustainability. Through this we hope to create a larger outreach among consumers as well as industry on adopting alternative resources and processes in their brands."*



About LENZING™ ECOVERO™:

With 80 years of experience, the Lenzing Group is the only company in the world which produces significant volumes of all three wood-based cellulose fibre generations. The Lenzing Group is an international company that produces high-quality fibres made with wood pulp from sustainable tree farms. Derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards, LENZING™ ECOVERO™ fibers tailor to a sustainable lifestyle, contributing to a cleaner environment.

About Lenzing Group:

The Lenzing Group stands for the ecologically responsible production of specialty fibers made from the renewable raw material wood. As an innovation leader, Lenzing is a partner of global textile and nonwoven manufacturers and drives many new technological developments. The Lenzing Group's high-quality fibers form the basis for a variety of textile applications ranging from elegant ladies' clothing to versatile pieces of denim and high-performance sports clothing. Due to their consistent high quality, their biodegradability and composability Lenzing fibers are also highly suitable for hygiene products and agricultural applications.

The business model of the Lenzing Group goes far beyond that of a traditional fiber producer. Together with its customers and partners, Lenzing develops innovative products along the value chain, creating added value for consumers. The Lenzing Group strives for the efficient utilization and processing of all raw materials and offers solutions to help redirect the textile sector towards a closed-loop economy.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 5000+ 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 27,000 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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