

Take your fashion quotient up several notches with these must-haves from Myntra's 13th edition of End of Reason Sale

The 13th edition of Myntra's End of Reason Sale (EORS) is just around the corner, and shoppers across the country will have access to over nine lakh styles from more than 3,000+ fashion and lifestyle brands at attractive prices. The most-awaited online fashion bonanza is set to bring all the glitz and glamour to the year-end festivities and celebrations.

The upcoming edition of EORS, from December 20th - 24th, will host the most attractive collection from international and domestic brands across categories, such as winter wear, ethnic wear, men's casual wear, women's western wear and kids wear.

With over two lakhs styles priced below INR 599 and more than 40,000 styles at flat 80 percent off, the present edition of EORS offers the ideal opportunity for millions across India to end the year on a high and stylish note. Additionally, with over 70,000 styles, on a buy 1 get 1 offer during the event, Myntra's biannual event continues to be the go-to fashion event for shoppers to stack their wardrobes with a wide range of products from their favourite brands at amazing price points.

Here are some of the best picks, with special offers to watch out for, this EORS:

Winter wear

Welcome the winter months in style and look chic with **jackets** and **sweatshirts** for men from leading brands such as Puma, Adidas, and Decathlon, available at a starting price of INR 999, INR 1,299 and INR 699, respectively. Additionally, women can snuggle into **sweatshirts** from GAP, at 40-60percent off.

Work wear

For men looking to make a style statement whether working from home or at the office, Myntra has got you covered with the latest designs and prints for **workwear** from Van Heusen and Allen Solly available at a minimum of 50 percent off.

Wedding attires

With the year-end festivities and the wedding season in full swing, women can add a pop of colour with **ethnic wear** from W and **sarees** from the Chennai Silks, available at less than half the price. Other famed ethnic wear brands such as Pothy's, Global Desi and Libas are on least 50 percent off during EORS.

Denim wear

Women can also pick a pair of **jeans** from Levis, Flying Machine and Pepe at 50 percent off and some elegant **tops** and **dresses** from Dorothy Perkins, at a minimum of 50 percent.

Footwear/ Sports shoes

Footwear is always amongst the largest and most sought-after categories during EORS, thanks to a wide variety of choices and attractive offers. Puma and Adidas are offering their premium **sports shoes** at 60 percent and 50 percent off, respectively, while Red Tape, at 75percent off, is addressing customer needs in the **casual shoes** category. Women can also glam up their footwear game with premium brands such as Charles & Keith and ALDO, available at a minimum 40 percent off.

Beauty and Personal care products

EORS also allows shoppers to pick up some of the finest **Perfume & Body Mists, Body Grooming Kits and Hair Appliances at incredible prices** to complement their stylish new looks with a unique hairdo and a mesmeric aroma.

Men can look forward to grooming products from The Man Company and Beardo, available at a minimum 30percent off , and women can get their hands on Lipstick, Foundations, Kajal, Eyeliner and Eyeshadows from L'Oréal Paris as well as perfumes from Bvlgari, available at a minimum 30percent off.

Kids wear

H&M and UCB ensure **kids** do not miss out on the EORS fun, with their products available for up to 70percent off. Brands such as USPA kids and Gini & Jony can be availed at 60% off, while Max and Mothercare is available at 50percent

Gadgets / accessories

In the **Wearables** category, watches for men from Tissot are available at a starting price of INR 10,999, while Michael Kors and Elle are offering women watches at a minimum 40percent and flat 60percent off, respectively. Headphones from Boat are available at a minimum 50percent off too.

Home Decor

In the Home Decor category, blankets, quilts, bed sheets and bed spreads are available at a minimum of 50 percent off. Ddecor, Swayam, Portico and Bianca are some of the key brands offering exciting deals in this category.