



## 'India's Fashion Expert' campaign launched by Myntra ahead of Onam features Fashion Icon Dulquer Salmaan

*Releases a 35-second ad film on TV, digital and social media platforms, featuring the state's favorite superstar*

**Cochin, August 6, 2021:** Myntra announces the launch of its first mega brand campaign in Kerala, featuring its new brand ambassador, Dulquer Salmaan, ahead of Onam. This is part of Myntra's biggest-ever celebrity-led campaign aimed at distinguishing the brand as India's Fashion Expert and featuring the country's most-loved fashion icons and connoisseurs. Dulquer's presence in the campaign will strengthen Myntra's men's wear category and help in building brand salience with consumers across the state and beyond.

Dulquer, one of the most versatile and talented actors of Malayalam, Tamil as well as Hindi cinema, has a gigantic fan following. His effortless style and fashion sense, along with his affectionate, charming and grounded appeal, has made him a heartthrob as well as gained him a deeper connection with millions of fans. His association with Myntra, India's Fashion Expert, as the brand ambassador will only make customers look out for their favorite actor's wardrobe on Myntra, even more now.

### **About the brand campaign**

The brand campaign has been developed to reach the ever-growing community of fashion lovers from all walks of life and make fashion expertise accessible with the help of India's most loved and popular trendsetters. The campaign delivers a brief, yet profound message of Myntra as India's Fashion Expert, leaving consumers with a direct, clear and memorable takeaway: if it's fashion, it's Myntra. Additionally, the messaging surrounds Myntra's unique differentiating features like Myntra Studio, a shoppable fashion feed where customers can get inspired and shop the looks of India's top influencers and Photo search, a feature that enables users to shop any item they see with just a click. Together with guaranteed and hassle-free exchange and returns, Myntra shows how it is truly the 'India's fashion expert' which understands everyone's different fashion needs. The brand campaign with Dulquer has been released ahead of Onam, ushering in the year's harvest festival with a fervor of fashion.

### **About the ad film**

The 35-second ad film puts the spotlight on Dulquer, strutting stylishly down a street, being projected as a personification of the Myntra brand, as he takes viewers through the brand's value proposition one by one, with his stunning looks and cinematic charisma. The narrative of the film raises aspirations for Myntra with Dulquer addressing an ever-growing community of fashion lovers from all walks of life while establishing Myntra as 'the' fashion expert. Dulquer raises the bar on what shoppers can expect from Myntra, several notches, including getting unique styles, limited editions and celeb looks, because anything less is *'not enough'* for the fashion lovers who deserve more and the best and Myntra as India's Fashion Expert is here to help! In addition to this, the film highlights Myntra's exemplary after sales services such as exchange, returns and refund.

Link to film: <https://www.youtube.com/watch?v=kRcdJGmkRqI>



## **Creative Credits:**

Agency:

Creative Director:

Production House:

**On his association with Myntra and the new brand campaign, cine star Dulquer Salmaan stated,** “Fashion is a powerful expression of one’s personality and a unique and customised wardrobe gives one the confidence to be the best version of themselves. The youth of Kerala are fashion forward and nimble with their choices, making it easier for me to engage with them through my association with India’s leading destination for fashion and lifestyle. I consider it a privilege to be able to influence people’s fashion choices and thank Myntra for having me as their brand ambassador.”

**Speaking on the launch of the brand campaign, Harish Narayanan, CMO, Myntra, said,** “Dulquer’s stronghold on people’s imagination, in terms of star power, style and charisma, is impossible to be overlooked, especially in his home state of Kerala. As such, his influence on people’s fashion choices, their aspiration for good looks and overall presence is incontestable, making him the perfect choice to represent the Myntra brand and connect with customers in this region and beyond. We are elated to welcome Dulquer to Myntra’s bandwagon of celebrities for this one-of-its-kind celebrity-led marketing campaigns.”

Myntra is implementing a 360-degree approach, leveraging TV, Digital and Social platforms to deliver the campaign ad film in Kerala.

## **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.