



## **Myntra's latest brand films featuring Fashion Icons Hrithik Roshan and Kiara Advani go live**

*Hrithik Roshan joins Kiara Advani as national brand ambassador*

*The ad films featuring Hrithik and Kiara, among the first ones to be in the series, shows Myntra as India's Fashion Expert*

**Bengaluru, August 11, 2021:** Myntra has launched a star-studded brand campaign with the roll out of ad films starring India's most loved superstar, Hrithik Roshan, and B-Town diva, Kiara Advani. This is part of Myntra's latest campaign aimed at reinforcing the brand's position as 'India's Fashion Expert', featuring a diverse superstar cast who are loved for their fashion game, in addition to their films. The duo, in their individual ad films, will drive home Myntra's fashion narrative, with millions of their fans from all over the country.

Both the stars have made a mark for themselves as among the finest actors in the industry, with many successful projects to their credit, cutting across various genres.

Hrithik's appeal and strong influence transcends age, geography and gender, as millions of his fans connect with various facets of his personality. His strong connect with Myntra through years of building and growing the HRX brand together on platform and now, this association will further strengthen Myntra's position as India's Fashion Expert and help build even wider reach and traction for the men's wear category.

Within a short time in her career journey, Kiara has dazzled her critics and fans alike with her craft and impressive record of filmography and OTT projects, as well as her fashion choices. Her much desired poise and top-notch wardrobe choices will further elevate Myntra's position in women's casual and ethnic wear in her fans' minds.

With this association, Myntra is all set to strengthen its strong connect with its consumers, influence and accelerate the business, further strengthening its leadership in the market.

### **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.



## About the ad films

In the 35-second ad films, viewers witness their favourite actors Hrithik and Kiara being projected as a personification of the Myntra brand, as they take them through the brand's value proposition one by one, with varying backgrounds and stunning looks. The narrative of the film raises aspirations for Myntra with Hrithik and Kiara, in their respective films, addressing an ever-growing community of fashion lovers from all walks of life while establishing Myntra as India's Fashion Expert. The two stars raise the bar on what shoppers can expect from Myntra, several notches, including getting limited editions, celeb looks and a handpicked curation of ethnic and western styles, 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.

Hrithik appears in the film showcasing various casual and formal wear styles for men, while Kiara appears in two films, one for women's western wear and the other for women's ethnic wear.

Link to film (Hrithik): <https://www.youtube.com/watch?v=I2HKW9ovwEU&t=1s>

Link to film (Kiara): [https://www.youtube.com/watch?v=eAW49QA0z7g&feature=emb\\_logo](https://www.youtube.com/watch?v=eAW49QA0z7g&feature=emb_logo)

## Creative Credits:

Agency: Brave New World

Creative Director: Tara D'Souza

Production House: 1st December films

**On his association with Myntra as its pan India brand ambassador and the new brand campaign, Indian Superstar Hrithik Roshan stated,** "My association with Myntra goes back many years to the time HRX was launched on Myntra in 2013. Over the years, I have come to learn and witness firsthand, the ethos and workings of Myntra. It not only understands the needs, demands and desires of a diverse audience base from across the country, but also identifies and caters to requirements at the doorstep, that is as convenient as fashion can get.

These factors have my trust, and I am only happy to endorse and be a part of the brand campaign that promises the best of fashion, inclusive to all.

**On the launch of the new campaign, Myntra's brand ambassador, Kiara Advani stated,** "The last one year has been an exciting and interesting journey working with the Myntra team. Being a fashion enthusiast myself, it has been an enjoyable experience and association in conveying the latest styles and trends in fashion to the discerning audience. The encouraging response and abundant love from the viewers has added to the drive to offer fashionable solutions to the audience. With our new campaign that delivers a subtle yet powerful message, I'm looking forward to relying on Myntra for all our fashion needs, as the brand is emerging as the ultimate fashion expert."



**Speaking on the launch of the ad films, Harish Narayanan, CMO, Myntra, said,** “Our new brand campaign and the ad films with Hrithik and Kiara have been conceived to reinforce Myntra’s image and perception as India’s Fashion Expert, among millions of people, who are ardent fans of the two Bollywood superstars and top fashion icons in our country. We aim to cut across demographics and build a deeper relationship with our customers across the country through this campaign and look forward to its grand success. I’d like to welcome Hrithik on board in this new avatar as our brand ambassador and thank Kiara for the rewarding association so far.”

Myntra is implementing a 360-degree approach, leveraging TV, Digital and Social platforms to deliver the campaign ad films across the nation.

### **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.