

## **Myntra Beauty launches Anastasia Beverly Hills; Iconic Brow and Cosmetic Brand to significantly bolster Myntra's collection of international beauty brands**

Signature collection from Anastasia Beverly Hills to be available on Myntra now

**Bengaluru, November 17, 2021:** Myntra announces the launch of the global brow and cosmetic brand, Anastasia Beverly Hills, a digital phenomenon that has taken the social media world by storm. With the addition of Anastasia Beverly Hills, Myntra is catering to the rising demand for globally acclaimed premium beauty and personal care brands amongst their growing consumer base. With an Instagram following of nearly 20 million, Anastasia Beverly Hills has grown to become a pioneering cosmetics brand, specifically in forging the perfect brow.

With an average selling price of INR 2000 - 2500 across four different categories of makeup including eyes, face, brows, and lips, Anastasia Beverly Hills will be tapping into Myntra's thriving cohort of Gen Z and millennial consumers, who are avid followers of aspirational global fashion and beauty trends driven by celebrities on social media. The marquee products from Anastasia Beverly Hills include brow wiz, brow definer, loose setting powder, clear brow gel, liquid lipsticks, soft glam eyeshadow palette, and liquid liner, among others.

**Speaking on the launch of Anastasia Beverly Hills, Sharon Pais, Chief Business Officer, Myntra, said** "We are elated to onboard iconic beauty brand, Anastasia Beverly Hills, onto our platform. As an innovator in the global beauty space with its highly celebrated range of products, Anastasia Beverly Hills is poised to create a furore among make-up and beauty enthusiasts across the country. With Myntra's sharp content offering, product-tech prowess, and strong supply chain network, we hope to build the best synergies."

**Speaking on being available on Myntra, Sanjali Giri, VP - International Brands, House of Beauty, said** "We are very thrilled to take the brand closer to its consumers with yet another major partnership. We are excited to announce the launch of Anastasia Beverly Hills on Myntra. It has been an incredible journey for the brand in India and the response has been extremely encouraging. We are very thankful to our consumers for receiving the brand with so much love and with their support, taking the brand's journey to the next level with this marquee partnership."

Apart from being the fastest-growing beauty brand in the world, Anastasia Beverly Hills is also cruelty-free, believes in inclusivity in make-up, and works with an array of global beauty experts such as Patrick Starr and Nicole Guerriero to churn out interesting content for their millions of social media followers.

Myntra's beauty and personal care portfolio currently has over 700 domestic and international brands and more than 30,000 styles. In the last 6 months, the platform has considerably strengthened its vertical from 400 brands to 700 brands, roughly adding 300 brands and 20,000 SKUs, for their consumers to choose from.

**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 H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil 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.