

Ahead of EORS 15, Myntra Beauty onboards Jeffree Star Cosmetics; Bolsters selection of international beauty brands to cater to rising demand

Myntra to host Jeffree Star Cosmetics' line of bold and vibrant eye shadows, lip care, and lipsticks

Myntra's upcoming End of Reason Sale to offer 38,000 styles from over 750 brands in its Beauty and Personal Care segment

Bengaluru, December 14, 2021: Myntra announces the launch of Jeffree Star Cosmetics, a unique line of iconic hues and covetable textures in makeup, created by the celebrated Youtuber and make-up mogul, Jeffree Star, himself. Jeffree Star Cosmetics are designed to inspire all beauty lovers to take risks, have fun, and be proud of who they are. With vibrant, bold, and bright signature colours and high pay off, Myntra is hosting Jeffree Star's range of popular eye shadow palettes, luxurious velvet lipsticks and their delicious sugar-based velour lip scrub, among others, on the platform.

With presence in over 250 countries, Jeffree Star Cosmetics was born out of the Youtube icon's obsession with make-up from a very young age, who wanted to inspire people to stay true to themselves and have fun while doing it. Apart from the products being richly pigmented, easy to blend coupled with the amazing colour pay off, all their products are cruelty-free and vegan. With the addition of Jeffree Star Cosmetics, Myntra continues to emerge as the new go-to destination for the category in the country, with one of the largest assortment of international brands and styles under one roof. It currently houses 750+ brands and 38,000 products, of which 400 brands and 15,000 products were added this year alone. Myntra is also betting big on the category for the upcoming edition of its marquee biannual event, End of Reason Sale, slated to be held between **18 December - 23 December** with early access beginning on **17 December**.

Speaking on the launch of Jeffree Star Cosmetics, Sharon Pais, Chief Business Officer, Myntra said "We are thrilled to onboard Jeffree Star Cosmetics, a revered global makeup brand, that will generate excitement and demand amongst our beauty-first consumers. At Myntra, it is our constant endeavour to bring the best of international beauty and fashion to our shoppers and our partnership with LUXASIA solidifies that intent further. As the year comes to a close, we are expecting to continue this growth momentum into 2022, with the Beauty and Personal Care category registering over 2.5X YOY growth on the platform."

Speaking of launching on Myntra, a spokesperson from Jeffree Star Cosmetics said "With the amazing response we found in India earlier this year, we are really excited to expand Jeffree Star Cosmetics with Luxasia by our side at Myntra! The energy and artistry in India are real and we are here for it!"

Adding to that, Praseed Changarath, Country Manager, Luxasia India, said "LUXASIA is thrilled to partner with Myntra again for the launch of Jeffree Star Cosmetics. LUXASIA will continue to collaborate with Myntra, the destination for all things beauty, to delight consumers

with the finest beauty brands. Together, we strive to unlock the immense potential of India's fast-growing luxury beauty market."

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.

About Jeffree Star Cosmetics

Jeffree Star Cosmetics is a vegan and cruelty free makeup brand. It was founded in November 2014 by Jeffree Star, a makeup mogul and social media influencer with a fearless personality that has created a loyal social following of millions and a global customer base. Jeffree inspires all beauty lovers to take risks, have fun, and be proud of who they are. The brand is known globally for its liquid lipsticks and iconic eyeshadow palettes.

About LUXASIA (Indosing Distribution Private Ltd)

LUXASIA is the leading beauty omnichannel distribution platform of Asia Pacific, delighting consumers across 15 markets through luxury retail, online commerce, and consumer marketing. It has successfully enabled brand growth for more than 120 international luxury beauty brands the likes of Bvlgari, Calvin Klein, Diptyque, Hermes, La Prairie, Montblanc, and SK-II.