



Ahead of EORS-15, Myntra brings American tween girl brand, 'Justice' to India to cater to the growing tweenage fashion segment

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Justice will be available on Myntra and Flipkart under the auspices of Flipkart Group's House of Brands

Bengaluru, December 6, 2021: Strengthening the Kidswear portfolio further, Myntra announces the launch of 'Justice', an exclusive girls' tween fashion brand known for inspiring individuality, self-confidence and celebrating all of her first moments through fashion and fun. Since its inception in the 2000's, Justice has offered an extraordinary fashion experience for young girls, becoming an 'everything for her' destination and it is one of today's leading fashion brands, providing lifestyle fashion apparel and accessories for girls. As a part of the association, the product range will also be available on Flipkart.

To begin with, Justice is offering a wide range of selection in daily casuals and athleisure wear that caters to all the occasional needs of a tween/teen girl, offering trendsetting wardrobe solutions that are in vogue and high on fashion. The brand is set to offer both its diverse line-up ranging overall from INR 699 to INR 2999. On Myntra, some of the hero categories from Justice include, Dresses, T-Shirts and Tops, bottoms with 12 categories in total and 250 options, for girls in the age-group of 8-15 years.

Tweens is a new sub-category emerging on Myntra. The addition of Justice brings a unique proposition to the premium segment in tweenwear, a space occupied by very few brands. The association with the group allows Justice to foray into one of the largest markets in the tweens segment, while also reaching every part of the country and engaging with Myntra and Flipkart's large consumer base.

Justice will have a storefront, indicating product themes and styles available on Myntra. As an inaugural offer, shoppers can avail 10% off on purchases above INR 2999 from Justice, during the launch period.

Speaking on the launch, Manohar Kamath, CXO and Chief, House of Brands, Flipkart Group said, "Flipkart group holistically caters to the fashion needs of people under one roof and, the tween category is an integral part of the overall value proposition in the segment. Our partnership with Justice, gives our House of Brands portfolio a leg up, further strengthening the category on the platform. Being a nascent category, a majority of shoppers look at either the kidswear or the adult segments for the right fit for tweens, we aspire to solve for this and grow this as an independent segment many folds on our platform with a sizable contribution from tier 1 and tier 2 cities. Justice offers a strong value proposition, not just in terms of the product, but also its ethos, centered on inspiring girls to be confident and independent. We are extremely delighted to be partnering and delivering the Justice brand to our shoppers in India."

On their association with Myntra and Flipkart, Ralph Gindi, President of Bluestar Alliance stated, "Justice is growing internationally at a rapid pace, and we are very excited to extend our footprint into the Indian market. The brand connects globally with so many girls through our mission and trend-right



products. Bringing the Indian tween girl, the Justice experience through our partnership with the Flipkart and Myntra was the perfect next step.”

Myntra enjoys a strong position as one of India’s leading destinations for fashion and lifestyle choices for kids with a collective of over 1.1 lakh styles. The Kidswear category has witnessed a 100% YoY growth so far on Myntra this year, as parents continue to choose to shop from the comfort and safety of their homes. Myntra’s upcoming **EORS-15** will offer the perfect opportunity for parents and kids to shop for their fashion needs as the winters and holiday season beckons. Over **300 domestic and international brands, will offer 1.1L+ styles**, with some of them sharing sharp value offers during the event.

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 Justice

Justice, owned & managed by Bluestar Alliance, is the premier tween girls’ brand, building exciting and powerful connections through fashion and fun. We create apparel and lifestyle products that celebrate every girl’s unique sense of self. From must-have trends to pop-culture, the Justice brand is all about inspiring and empowering every girl, every day. Your girl is the heart of Justice. Additional information about Bluestar Alliance can be found by visiting the corporate website, www.bluestaralliance.com.