



Myntra partners with global athletic leader 'New Balance'

Set to offer 500 premium styles across footwear, apparel, bags and accessories for men and women

Bengaluru, February 16, 2022: As Myntra continues to strategically bolster its international brand portfolio, the fashion major announces the launch of the legacy global sportswear brand, 'New Balance', on its platform. Established in 1906, New Balance exemplifies the global sporting culture and enthusiasm spanning decades, known for its remarkable products that are a perfect blend of function and fashion for the everyday and professional athlete. With a long-standing commitment to elevating sports, New Balance is well-known as the leading sponsor of Boston and NYC marathons. It has a strong global fan following, especially among those who are serious pursuers of sports, fitness and those who appreciate the technical features of the sporting gear.

New Balance will host a range of products on Myntra, catering to men and women across footwear, apparel, bags and sports accessories. Sports aficionados and enthusiasts can look forward to an array of options in sporty, yet trendy apparel and footwear, especially the Vazee range of sneakers, inspired by marathons in the 1910s. The brand will offer 50+ SKUs, which will be increased to 100+ in the upcoming months.

Speaking on the launch, Sharon Pais, Chief Business Officer, Myntra said, "As the preferred shopping destination to introduce and house a bevy of leading international brands for shoppers, we are excited to onboard New Balance, a legacy global brand that has served millions of sports enthusiasts and professionals for decades. New Balance's partnership with Myntra gives a significant jump to the evolving domestic sports and fitness segment as it opens up one of the largest markets to the iconic brand, considering Myntra's thriving customer base and deep reach, while also offering a leading brand in global sports and fitness, to our customer base."

Visibility for New Balance will be amplified extensively on the Myntra app, with a substantial presence on Myntra's social and live commerce platforms, Myntra Studio and M-Live. In addition, the brand also has a dedicated store on M-Mall for shoppers to seamlessly browse through its large collection of styles and designs. Casual shoes or sneakers, along with open footwear and athleisure have been witnessing high traction on Myntra over the last few months.

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.