



Myntra announces the arrival 'Myntra for Her' India's much anticipated fashion event for women

The second edition of the special shopping fiesta dedicated to women is slated to be held between 5th and 8th March and will showcase over 9 lakh styles

Over 300 women-founded or women-led brands to participate in the event

Bengaluru, March 3, 2022: Myntra announces the second edition of one of the biggest fashion events dedicated to women, '**Myntra for Her**', inviting women shoppers to pick their favourite fashion, beauty and lifestyle products across categories at sharp prices, as spring season sets in. The much-awaited shopping carnival is slated to be held between the **5th and 8th of March**.

'Myntra for Her' is Myntra's tribute to the e-commerce major's cherished women customers, who have and continue to contribute significantly to Myntra's evolution and popularity. By curating an event dedicated to the authentic, unique, confident, fearless, brave, playful and stylish women around the country, Myntra is celebrating and valuing every aspect of being a woman in today's world. Be it office wear, lounge wear, gym wear, occasion wear, or home furnishing and kitchenware, Myntra's women shoppers have a bevy of interesting options to choose from at affordable prices. Some of the leading brands participating are Biba, W, Aurelia, Anouk, Carlton London, Tokyo Talkies, Libas, Maybelline, Lavie, Pothys, and Marks and Spencers, among others. The event will also witness participation from over 300 brands that are being led or founded by women on Myntra, including Sassafras, Rubans, Varanga, Anubhutee, Mochi & Metro, Juniper and Campus Sutra, among others.

This edition will offer a host of exciting options from western wear, ethnic wear, kids wear, beauty and personal care, jewellery, home and kitchen. It will also be 1.3 X larger than the previous edition, with participation from over 3000 brands who shall be offering over 9-lakh styles. This will also include Myntra's recently launched uber-fresh Spring Summer '22 collection from leading brands. This year, Myntra will leverage its thriving social commerce platforms, Myntra Studio and M-Live extensively, in addition to its newly formed army of trendy influencers called the 'Style Squad', to amplify visibility of the event as well as enable brands to engage with their customers more meaningfully. For the ladies who want to stay ahead of the fashion game, StyleCast, Myntra's dedicated section to chic, trendy, and edgy styles shall also have unbelievable offers on Gen Z's favourite brands.

Thoughtful Gifts are the Language of Love

The Myntra For Her event shall have a dedicated gifting store to enable shoppers to discover suitable products easily to impress the much-loved women in your life. Whether it's your graceful grandmother, your inseparable BFF or an act of self-love, the platform has a list of all the things the ladies you love are bound to appreciate.



Exclusive Ladies Night

Like the previous edition, The *Myntra for Her* event will also host a "Ladies Night" every evening from 5 - 8 March, from 7 pm till midnight, to provide special offers on popular brands and styles. Up for grabs are enthralling offers on a number of women's go-to categories such as women's wear, beauty and personal care, home, kitchen and jewellery, among others. The occasion is also the perfect opportunity for men to choose from an assortment of amazing specials to gift the much-loved women in their lives, without having to dent their wallets.

Time to Indulge and Celebrate

Women shoppers can also check out the opening hour offers between midnight to 2 am on March 5 to browse through the best buys across ethnic wear, women's western wear, lingerie and inner wear, footwear, and accessories. Shoppers can expect an attractive 40% - 80% off across categories such as sarees, jewellery, kurta sets, handbags, dresses and beauty, among others. All Myntra customers will also be able to avail 10% instant discount on Citibank debit and credit cards during the event.

Touching upon the Myntra for Her event in more detail, Sharon Pais, Chief Business Officer, Myntra said "At Myntra we are committed to empower women across the ecosystem, be it our brand partners, members of the artisan network, customers or delivery partners, 'Myntra for Her' is our special tribute to every strong woman out there, and celebrating their unparalleled contributions to all lives. With over 3000 brands coming together to offer over 9 lakh plus styles, we hope Myntra's women shoppers indulge in this one of a kind shopping bonanza. A major part of our shopper base consists of fashion conscious women who trust us to bring to them the best assortment of styles from popular and trendy brands. This is our humble endeavour in making every woman in our ecosystem, including our shoppers and women-led businesses feel cherished, heard and valued."

Myntra has witnessed a consistent growth in this shopper base giving a strong indication of their growing purchase intent. Some of the most popular article types that were bought in the last couple of months by millions of women across the country include kurtas and kurta sets, jeans, t-shirts, dresses, sarees, beauty, personal care and accessories, footwear, lingerie and other fashion and beauty essentials. The 2021 edition of 'Myntra for Her' offered shoppers an array of options across categories, at compelling prices, paving the path for its roaring success.

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.