



'bebe' offers its master distribution rights in India to Myntra

Bengaluru, May 31, 2022: Myntra Jabong Pvt. Ltd., a wholesale entity (*'Myntra'*) has been granted the master distribution and management rights for iconic global women's fashion brand, *bebe*, further augmenting its international licensed brands portfolio. As a part of the licensing agreement, Myntra will assist bebe with wholesale distribution through a network of independent third-party franchise partners and distributors. The San Francisco based fashion marquee brand, will cater to the mass premium segment and is set to offer an extensive range of apparel across categories for women in India, particularly targeting the urban and fashion forward cohort, spread across the country's metros and tier 1 cities.

Founded in 1976, the brand was quick to establish itself as one of the iconic and must-have fashion brands for women in the US, before expanding its presence to a dozen other countries. The brand's cult-classic rhinestone t-shirt with the word, 'bebe' on it, along with over 40 years of market presence, has consolidated bebe as one of the most desirable fashion brands available for women.

Luxurious and upscale, bebe largely appeals to the contemporary consumer who is knowledgeable and passionate about fashion, especially those seeking out flirty dresses, bodycon styles, and sophisticated separates that are trendy. The brand caters to the modern aspirational women, who wish to be glamorous and bold in their fashion choices, while also expressing their individuality through fashion. bebe will offer Tops/T-shirts, Dresses and Jeans, appealing mostly to those in the age group of 25-35.

The association with Myntra enables bebe to eventually tap the vast Indian market by allowing Myntra to distribute its products on a wholesale basis, helping the brand establish a strong customer base through independent third-party franchise partners and distributors.

Commenting on the launch of *bebe*, Manohar Kamath, CXO and Chief - House of Brands, Flipkart Group said, "bebe, is an iconic brand with a rich legacy of shaping the fashion choices of millions of women globally and makes for a significant addition to our licensed brands portfolio. This association will eventually help bebe to establish a customer base in India."

On their association with Myntra, Owner and COO Ralph Gindi, Bluestar Alliance stated, "We are excited to be associated with Myntra. We're looking forward to working together to reach the bebe shopper in this exciting market."

About Myntra

Myntra Jabong India Private limited ("Myntra") is a wholesale entity and an integral part of the Flipkart Group. Myntra has partnered with leading fashion and lifestyle brands like Mango, Nautica, H & M, Slazenger, etc to distribute their products in India.

**About bebe:**

bebe is owned & managed by Bluestar Alliance. Recognizing a demographic that was neither junior nor bridge, the first contemporary fashion brand emerged. Over 40 years later, bebe has established itself as one of the world's top & most iconic fashion brands. Luxurious & upscale, bebe appeals to a contemporary consumer who is knowledgeable & passionate about fashion. Our customer seeks out flirty dresses, bodycon styles, & sophisticated separates that are trendy yet timeless. In addition, bebe offers a line of merchandise branded with the distinctive bebe logo for those who love to wear the bebe name.