



Myntra associates with global sustainability standard, Fairtrade, to offer sustainable clothing line for brand 'Here & Now'

100+ SKUs made with 100% Fairtrade-certified cotton to be hosted in the men's t-shirt segment by casualwear brand Here & Now

The association is expected to source 110 metric tonnes (MTs) of ethically farmed cotton

Bengaluru, September 01, 2022: Myntra has become the first e-commerce brand of scale in India to partner with Fairtrade, a global network of not-for-profit organisations committed to promoting sustainability in agriculturally based value chains, marking another step in its journey of sustainability. As part of this collaboration, Myntra will add a sustainable clothing line, made out of responsibly sourced cotton from Fairtrade-certified supply chain to its popular trend-driven casualwear brand **Here & Now**.

Using cutting edge technology and processes to bring exciting styles, Here & Now resonates with young Indian consumers' fashion sensibilities. With the objective to make trend-based fashion sustainable, through this partnership, Myntra is all set to meet the needs of its fashion-forward conscious Gen-Z and millennial consumers and beyond looking for the latest style and trends. This eco-friendly line will be launched initially with **100+ styles** across the **men's t-shirts category**, priced at an affordable average selling price of ₹450-500, with plans to scale to over **250 styles** and expand into women's t-shirts and athleisure categories. The new collaborative collection will be a part of Myntra for Earth, a one-of-its-kind theme store dedicated to sustainable fashion alternatives, offering 5500+ eco-friendly styles from 100+ brands. The association is expected to achieve a target of sourcing a minimum of **110 metric tonnes (MTs)** of Fairtrade approved ethically farmed cotton.

Fairtrade works with more than 1.9 million farmers and agricultural workers across the world, and over 125,000 smallholder farmers and workers who are a part of 109 certified producer organisations, across 15 states and one union territory in India. With the vision of a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future, Fairtrade helps farmers adopt the socially, environmentally and economically sustainable practices as per the standards set by the organisation. The products that are made through a Fairtrade-certified supply chain and follow Fairtrade terms of trade come with the **FAIRTRADE MARK**, allowing conscious consumers to easily identify the products made from responsible farming methods.



Speaking on the launch of the collaborative collection, Neetu Jotwani - Senior Vice President, House of Brands, Myntra, said, “In keeping with our commitment towards sustainability, we strive to adopt eco-friendly practices across the entire supply chain and manufacturing processes to make them resource efficient. This collaboration with Fairtrade is a step in that direction, while equipping and empowering cotton farmers and enabling a better future for them.”

Commenting on the association with Myntra, Abhishek Jani, CEO, Fairtrade India Project, said, “This collaboration between Myntra and Fairtrade is of major significance as it would not only create positive impact for cotton farmers, their communities and the environment but would also help mainstream Fairtrade and sustainable fashion choices for the Indian consumers. We are seeing across categories that Indian consumers are increasingly looking for sustainable choices, and through this collaboration, Myntra would become India’s first major fashion e-commerce platform to launch a Fairtrade collection, bringing more trend-driven sustainable choices to their customers. With a lot more styles in the pipeline we look forward to building on this great partnership with Myntra.”

In its commitment to sustainability, Myntra has been undertaking efforts in devising and adopting practices across the value chain towards a more sustainable future.

About Myntra

Myntra is one of India's leading platforms for fashion brands and 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. Myntra platform offers a wide range of 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. Myntra services over 19,000 pin codes across the country.