



Myntra expands assortment to include American retailer Macy's private brands in India

- *Myntra is set to offer 600+ product options from Macy's private brands portfolio including Men's, Women's and Kid's collections from Alfani, Karen Scott, Jenni, Club Room, Ideology, Epic Threads, and First Impressions*
- *The collection features tops, t-shirts, shirts, joggers, denim bottoms, skirts, dresses, and winter wear as a part of the iconic brand's foray into the subcontinent*
- *Launched just ahead of the festive season, the collection is set to be a part of Myntra's Big Fashion Festival (BFF) Specials*

Bengaluru, September 14, 2022: Myntra announces that it will be expanding its product assortment offering Macy's private brands portfolio on its platform. Macy's is an American retailer, known for delivering versatile fashion collections inspiring looks from the streets to the runways. Revered globally for its high-quality merchandise, the "little red star" of Macy's is synonymous with the latest fashion, the highest quality, and iconic holiday traditions.

Myntra will offer over **600 product options** from Macy's private brands including **Alfani, Karen Scott, Jenni, Club Room Mens, First Impressions, Epic Threads, and Ideology, among others** as part of the launch, with men and women's apparel making up about 65% of the portfolio and the rest consisting of kidswear. At a starting range of INR 2500 for men and women and INR 1200 for kids, the Macy's assortment will include: **tailored topwear, breezy t-shirts, formal shirts, colourful joggers, latest denim bottoms, flared skirts, chic dresses, the kids' collection and winter wear** that are targeted towards trend-first customers primarily who love to flaunt classic fashion.

Macy's private brands will be featured as a part of Myntra's Big Fashion Festival (BFF) specials, one of the leading festive fashion carnivals in India. Along with having a dedicated online brand store showcasing the assortment of private brands under the Macy's umbrella, the launch will also witness activation of strategic social media engagements, key influencer campaigns, and buzz-worthy social commerce initiatives for mass amplification of Macy's private brands in India.

Being one of the leading destinations for fashion in the country, Myntra continues to be one of the preferred destinations for a multitude of global and domestic brands looking to enter the thriving Indian market. With a keen understanding of the fashion-forward Indian shopper, country-wide penetration, and unmatched tech-pivoted shopping experience, the launch of the Macy's collection on Myntra is poised to be well received by fashion aficionados with an appetite for global trends.

Speaking on the launch of Macy's, Sharon Pais, Chief Business Officer, Myntra, said, "Macy's has truly shaped the American fashion landscape. The company's timeless global fashion, premium quality, and great value pricing makes for a strong association with Myntra. With our large customer base of fashion forward shoppers and our deep expertise in delivering a superlative fashion shopping experience, Macy's private brands will be well positioned in the country."

Talking about the launch of the private brands on Myntra, Bryan Riviere, SVP, Sourcing, Product Development & Production, Macy's, said. "We are excited to have our private brands available on the leading online destination in India for international retail brands."

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.