



Ahead of the festive season, Myntra adds Wrogn and Dressberry Teens to its portfolio, expanding offerings for the fashion-forward teenagers

Teens segment on Myntra has been growing at a CAGR of ~150% in the last two years

Ahead of its Big Fashion Festival, Myntra has scaled up its teens selection to over 30,000 styles, making it arguably the biggest assortment of branded teens wear

Bengaluru, September 7, 2022: Myntra announces the launch of Wrogn and Dressberry's Teens line on its platform, offering a fun, trendy and conscious collection to the fashion-forward teenagers of the nation. Launched as part of Myntra's Teens Store, the lines, which are an extension of the men's and women's segment of the highly popular Wrogn and Dressberry brands respectively, will further strengthen Myntra's assortment in this space by having more than **30,000+ styles**, ahead of its upcoming **Big Fashion Festival**.

With a strong grasp of the tenets of contemporary fashion catering to the young consumer cohorts that places importance on self-expression, individuality and conscious choices, Wrogn and Dressberry teens will resonate at a deep level with the spirited, young fashion aficionados. While Wrogn is best known for its edgy designs, Dressberry draws a strong appeal from the conscious fashion consumers.

Dressberry Teens: The all-inclusive women's western wear brand, Dressberry, uses Lenzing ECOVERO branded specialty, viscose fiber, an environmentally responsible viscose that is certified with the EU Ecolabel and produced using an eco-responsible process. Serving as an extension to its sustainable product line, **Dressberry Teens** offers **190+ trend-first options for teen girls**, with **50%** of the range being sustainable and environmentally friendly. On the offer are around **11 categories** of products ranging from dresses in fun colors, captivating styles and designs in soft fabric at an average selling price of **₹600**. The extension of the brand's 'teens' line further propels Myntra's commitment to sustainability and its efforts to offer choice to the growing base of young conscious consumers. The brand plans to host **300+ options** in the category by Autumn-Winter '22, extending the portfolio further.

Wrogn Teens: Wrogn Teens **caters to 7- to 14-year-olds teen boys** on the platform. The selection on Myntra will be ramped up to **300+ styles** in the t-shirts, shirts and jeans category, ahead of the festive season. The offering will be expanded to other categories including, track pants, jackets, sweatshirts & sweaters for this complete season. At an average starting price point of **₹449**, Wrogn Teens is targeted at the mass-premium segment.

'Teens' as a category has registered a **CAGR of ~150% in the last two years on Myntra**. **Teens Store on Myntra** houses a one-of-a-kind, dedicated shopping alley for teenagers, aimed towards fulfilling gaps and addressing specific needs of the shoppers in this segment.

Commenting on the launch of the 'Teens' collection of Wrogn and Dressberry, Jubi Samuel, Senior Director, Category Management, Myntra, said, "The addition of Wrogn and Dressberry brings a unique proposition to our robust offering in the Teens segment, making it arguably the biggest assortment of branded teens wear. Wrogn and Dressberry have enduring appeal among young shoppers. With today's young consumers being conscious of the role that fashion plays in their life and reflective of who they stand for, the Wrogn and Dressberry teens line will further enable our fashion-forward teen cohort to have access to the trendy and conscious selection."



Myntra's 'Teens Store' curates a wide range of styles, from a host of well-renowned international and domestic brands like Justice, CK, UTH by Roadster Life & Co., Noh.Voh - SASSAFRAS, FREAKINS, Allen Solly, Nautica, Tommy Hilfiger, HRX, H&M, Nike, Puma, Adidas, and Mango Teens, complemented by the latest fashion trends, styling tips, and ensembled looks. An important aspect taken into consideration while creating this store specific to teens is sizing, which is a predicament for growing teens. Myntra is all set to deliver a trend-first collection to teens, offering a complete family shopping experience under one roof ahead of this festive season.

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.