



## **bebe announces young Bollywood diva Sharvari Wagh as its India brand ambassador**

*Rolls out a 34 second ad film, themed- "Be you"*

**Bengaluru, Nov 4, 2022:** Iconic global women's fashion brand, **bebe**, along with Myntra, announces young Bollywood diva, Sharvari Wagh, as its first brand ambassador in the country. Sharvari will endorse the autumn-winter collection and the ad campaign will be visible across regions and various mediums.

Sharvari has made a promising start to her acting career with stunning performances in Bunty Aur Babli 2 and the Forgotten Army. With a slew of exciting movie projects lined up, the actress is sure to leave a mark in the minds of the audiences. With her at the helm, bebe's new campaign is set to build stronger brand salience with its shoppers and fashionistas across top metros and tier 1 cities.

The campaign will be promoted extensively across social media to reach the brand's target audience, which largely comprises modern women. The ad campaign highlights the new season collection, centered on the theme- "Be you"- The video campaign emphasizes on modern women who wish to be glamorous and bold in their fashion choices, while also expressing their individuality through fashion.

bebe was launched on Myntra recently. Founded in 1976, bebe 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 other countries.

### **Digital ad film:**

The 34-second ad campaign, titled "Be You" showcases how Bebe allows women to explore their real, fashionable selves and experiment with their fashion choices. The protagonist, Sharvari, represents every woman who takes center stage in her life and exudes confidence wherever she goes. She flaunts bebe's latest autumn-winter collection and celebrates the attitude and confidence that shine through you when you decide to "Be You".

Link to film:

<https://www.youtube.com/watch?v=kpZkgv-Kzmc>

Creative credits: Schbang

Concept - Schbang

Storyboard and Direction – Schbang

Photography - Rohan Shreshta

**Speaking on the occasion, Bollywood actor, Sharvari Wagh, said,** "I am delighted to be associated with bebe as their first brand ambassador in the country. bebe offers trendy and contemporary fashion which reflects my personal style. The brand has made a mark for itself across the globe, and I am happy to be a part of the brand's endeavor to strike a chord with its customers and fashionistas of the country."

**Speaking about the association, Manohar Kamath, CXO and Chief - Myntra Fashion Brands, Myntra said,** "Sharvari embodies the brand bebe perfectly. She is bold, confident, glamorous, fun and unapologetically herself, which resonates with the brand's persona. Sharvari's cheerful social presence has the potential to influence and engage the modern woman with her sartorial choices. The association with Sharvari for the new autumn-winter collection is sure to enamor consumers from top tier cities and metros.

### **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.

### **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.