



In a first, Myntra launches Bollywood Icon Akshay Kumar's fashion brand 'Force IX'

Force IX is set to offer an array of options across t-shirts, shirts, sweatshirts, cargos, joggers, chinos, Co-ord sets, Boiler suits, Dungarees and accessories on Myntra.

A reflection of Akshay's sense of style, the core principles of the brand include durability, utility, longevity and adventure, all while being travel friendly and affordable.

Force IX's curtain raiser collection consisting of t-shirts, sweatshirts and caps to be available on the platform from 26th January onwards.

Bengaluru, 24 January, 2023: In a first-of-its-kind association, Myntra announces the debut of Bollywood icon, Akshay Kumar's fashion brand, Force IX, on its platform. Force IX's collection consists of smartly designed durable, economical and functional fashion staples inspired by the popular actor's iconic no fuss-yet-dapper sense of style. **The brand's curtain raiser collection will go live on Myntra on 26th January.** To add to the excitement, shoppers can check out the collection and wishlist their favorites ahead of the launch on 26th January on Myntra.

To begin with, Force IX shall offer more than **70 options** across a trendy range of t-shirts, sweatshirts and caps on Myntra, targeted towards the thriving base of street wear and casual wear consumers across metros, tier 1 and beyond cities. With earthy tones, lightweight and flowy fabrics, the brand stands for **durability, utility, adventure, all while being affordable and travel-friendly.**

Positioned as a streetwear brand in the mass-premium segment, Force IX is set to offer its men's apparel range at an attractive average price range of **Rs 1299-3999**, with plans to launch accessories in the near future. The brand also plans to bolster its collection with the addition of women's wear for SS (Spring Summer) '23. An action packed social media campaign is in the works to promote the launch of Force IX, alongside an increased on-app visibility on the brand's launch platform, Myntra. Akshay Kumar will also be hosting an M-Live session on 26th January to share more insights on the launch of Force IX with his beloved fans, which shall be simulcasted across [Myntra's](#) Instagram handle, [Myntra Studio](#), [Force IX's](#) Instagram handle, and [Akshay's](#) Instagram handle.

Commenting on the launch of Force IX, Akshay Kumar, visionary and Co-Founder, said, "My definition and understanding of fashion is very simple. For me, fashion is when I get to be myself - comfortable in my skin and confident in what I wear. The whole idea behind Force IX was to make it a brand that caters to style and comfort. When we started working on this brand, little did we know that this would become such a significant part of us. Each and every member of our team has worked on it with so much sincerity, passion and love. Their hard work will be seen in the littlest of details in our garments. I'm delighted to associate with an e-commerce giant like Myntra for Force IX's limited edition launch and to witness our labour of love getting its wings and ready to take off"

On the association with Force IX, Padmakumar Pal, Vice President - Category Management, Myntra, said, "We are thrilled to be Force IX's platform of choice as they launch their range of incredible products for the first time. With superstar Akshay Kumar being the creative force behind the brand, we are confident that Force IX will be well received by Myntra's fashion-forward shoppers across the nation. With Myntra's proven track record of accelerating the growth of celebrity-led brands and Force IX's unmatched offerings, this association is poised to make the brand a household name."

Throwing further light on the launch, Mr Maniish Mandana, co-founder of 9AM Ventures Private Limited, stated, "Force IX has been built with a lot of thought, immense research and unparalleled



emotion. Our youth is very cognitive when it comes to fashion. We saw a dearth in brands that were Indian origin in contemporary athleisure wear. That fortunately was also the style sensibility that AK adorned and loved. Akshay's respect and adoration for our armed forces is unexampled and he always wanted Force IX to have subtle representations of the armed forces. His inputs have largely contributed in making ensembles that will be loved by people across all ages and genders. What seemed like a challenge was, in fact, a beautiful working experience with the team and AK himself, one that we will cherish for the years to come."

Myntra currently houses more than 10 celebrity brands such as HRX, Wrogn, Being Human and House of Pataudi, among others.

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.