



Ranbir Kapoor and Kiara Advani in awe of the Everyday Fashion choices available on Myntra

- *The new ad films showcase Bollywood superstars Ranbir Kapoor and Kiara Advani in a new look; the campaign positions Myntra as the go-to destination for everyday fashion*

Bengaluru, February 13, 2023: Myntra, one of the leading fashion, beauty and lifestyle destinations of the country, has released a series of ad films featuring its brand ambassadors, Ranbir Kapoor and Kiara Advani as a part of its latest brand campaign, 'Be Extraordinary Every Day'. Myntra offers its customers the best of fashion, beauty and lifestyle, from a wide selection of over 6000 leading international, domestic and D2C brands and a whopping 1.7 million trend-first styles at a wide range of price points. The brand campaign is aimed at highlighting Myntra's unique offering for every customer across the country and fulfilling their everyday fashion needs, thus elevating the everyday fashion quotient of the country.

Ranbir Kapoor and Kiara Advani appear individually in two films each, with Ranbir showcasing the men's casual wear while Kiara, women's ethnic and western wear. Both celebrated actors and style icons, Ranbir and Kiara's casual dressing sense and uber stylish demeanor are admired by their fans across the country. Their personas, unmistakable swagger, and strong collective appeal across the country, are poised to position Myntra as the preferred destination to elevate one's everyday fashion.

As part of the association, the actors join the the power-packed ensemble of superstars, who are promoting Myntra's fashion proposition and showcasing the platform's wide range of offerings and services, across electronic and digital mediums while also playing a crucial role in enabling Myntra to deepen its connect with their wide fanbase.

About the brand campaign

Myntra's brand campaign is created to position the platform as India's go-to destination for Everyday Fashion. The core idea, "Be Extraordinary Every Day" is built around the promise of the platform enabling its customers to select from the widest range of their favourite international and domestic brands. The idea comes from the simple insight that with easy access to the widest range of the latest styles and trends from leading brands, one's every day style can reach new heights thus helping make ordinary moments extraordinary. Myntra's superlative shopping features, including the under 3-day delivery option and easy return and exchange will help elevate the everyday fashion of consumers. As one of the leading fashion, beauty and lifestyle destinations of the country, Myntra offers a differentiated shopping experience to its customers.

About the ad films

Ranbir and Kiara are seen in a new avatar in this campaign, playing unique and interesting roles, unlike ones they typically don when endorsing campaigns. In their reversed roles, the celebrities are in awe of the enhanced fashion quotient of their friends, achieved through the branded fashion from Myntra. This creates a sharp focus on people and their fashion, with acknowledgement on their style from celebrities, rather than the other way round. In the films, viewers witness individuals from various walks of life appearing stunning with their elevated sense of fashion during normal course, and Ranbir and Kiara, playing the role of their friends or acquaintances, curious about where these individuals bought their fashion from. Thus, the films successfully hold viewer attention, showcasing the endless possibilities for them to make their everyday extraordinary and being the star of the moment by donning the most fashionable looks, made accessible by Myntra.



Links to films

Kiara

Advani

https://www.youtube.com/watch?v=KaX4RIOv5_c

Ranbir Kapoor

<https://youtu.be/kvF1YKHgru4>

<https://youtu.be/3L19mqT7xCE>

Creative Credits

Agency: Tilt Brand Solutions

Creative Director: Adarsh Atal, Ameya Kovale, Vardhini Chandrasekharan, Swapnil Patil, Ashtak Singh, Gaurav Kamdar

Production House: ZigZag Films

Speaking on the launch of the ad films, Sunder Balasubramanian, CMO, Myntra, said, “The core message of the campaign, Myntra as a destination for everyday fashion, is aimed towards further deepening the platform’s connect with the customers by providing them access to the best of everyday fashion choices and help them literally be the main star of their everyday moments with fashion. With some of the leading cine stars, who are also the fashion inspiration for many in the country, coming together for this campaign, we are all set to strengthen our connect with their fan base from across the country and poised to deliver the best of everyday fashion to them.”

Myntra is implementing a 360-degree approach, leveraging TV, Digital and Social platforms to deliver the campaign ad films across the nation.

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.