



Myntra launches 'Runway Icons'; A dedicated on-app store for premium ethnic wear

- *The dedicated on-app store for premium ethnic wear will house 15K styles from around 80+ D2C brands, which include brands like, House of Pataudi, Truebrowns, Koskii, Suta, Aachho, Odette, Bunaai, Ambraee and Scakhi*
- *The collections under the new proposition will include, Kurta Sets, Kurtas, Sarees, Ethnic Dresses, and Lehengas*

Bengaluru - February 1, 2023: Myntra, one of the leading fashion, beauty and lifestyle destinations of the country, announces the launch of 'Runway Icons', a dedicated store on the app, to enable easy discovery of curated premium ethnic wear for its consumers. With an increased focus on elevating the overall experience and relevance for premium Ethnic wear seekers, the store will present shoppers with a selection of customized trends and the latest fashion in the space. 'Runway Icons' is targeted toward fashion-forward shoppers who like to keep a pulse of the evolving fashion landscape, and have an inclination to purchase affordable designer wear, limited edition pieces from niche brands and labels.

Conceptualized and developed in-house, Myntra's 'Runway Icons' is a one-stop digital destination that offers customers more than 15K styles from 80+ brands, which include, House of Pataudi, Koskii, Suta, Aachho, Odette, Bunaai, Ambraee, Scakhi and Truebrowns. 'Runway Icons' will focus on the freshness of trends and looks available which will reflect in selection of brands, designers, and celebrity collaborations.

The biggest trends in the market that are set to influence the collections on 'Runway Icons' include, work wear, summer day wear, and occasion wear. Occasion wear includes, light festive, party wear, and grand festive wear. The collections of this dedicated store will house some of the leading and emerging D2C ethnic wear brands of the country. 'Runway Icons' will be led by categories like Kurta Sets, Kurtas, Sarees, Ethnic Dresses, and Lehengas.

Myntra's women's ethnic wear has emerged as the most popular choice among shoppers for occasion wear, while also recording a high growth rate overall on Myntra.

The dedicated store will be a part of Myntra's enhanced UX and easy navigation system, which allows shoppers to access catalogued brands via the app's search bar, and other touch points for 'Runway Icons', found on the home page and women's page.

Excited about the launch, Padmakumar Pal, Vice President, Category Management, Myntra, said, "We are happy to offer 'Runway Icons' to our shoppers, who have consistently shown a strong affinity towards the premium ethnic wear category. This proposition will offer a carefully curated selection of the most in-trend looks and apparel from the ethnic fashion ecosystem. With the rising popularity of D2C brands in the ethnic wear space, Runway Icons will give the brands a platform and opportunity to present their collections in a unique manner to Myntra's discerning shoppers."

'Runway Icons' will be leveraging existing features like Myntra's social commerce verticals, M-Live, and M-Studio to increase its visibility, while exciting influencer and brand collaborations will generate engaging content, to further popularize the proposition. Myntra's branded social commerce offerings have seen a community of 50+ popular D2C brands work with leading celebrities and micro-



influencers, and a collection of 15+ key brands, boasting 100K+ followers on their social media handles.

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.