



## LoveChild by Masaba witnesses the biggest Beauty live commerce launch on Myntra's M-Live; attracts record ~40k viewers as it forays into face makeup category

- *Masaba Gupta, multi-hyphenate entrepreneur and actor, engaged in a M-Live session as a part of the launch of her brand LoveChild's latest Creme Blushes and Highlighters, Band Baaja Blush and Highlighted Nakhre respectively on the platform.*
- *M-Live has recorded 8000+ live sessions to date, which has seen a slew of leading celebrities engage with millions of fans*

**Bangalore, 01 March, 2023:** Leading fashion designer, entrepreneur, and actor Masaba Gupta participated in a live session with Myntra's shoppers through its live commerce proposition, M-Live on the platform on 22 February. The event was part of the launch of the face make-up category of LoveChild, a cosmo-wellness and beauty brand founded by Masaba. During the big-bang launch event, Masaba engaged with her fans, fashion enthusiasts, and beauty aficionados, who in turn flanked the platform to get a glimpse of the widely-admired beauty maven. The live session was undertaken to introduce LoveChild's 'Shaadi' inspired Band Baaja Blush creme blushes and Highlighted Nakhre, highlighter palettes, the session attracted a **whopping 40K+ viewers**, making it one of the largest live launches for a beauty brands on M-Live, Myntra's live commerce platform.

The live session was simulcasted on [Myntra Studio](#), [Myntra's](#) Instagram page, [Myntra](#) Beauty's Instagram page, [Lovechild's](#) Instagram page and [Masaba's](#) Instagram page. During the live session with her fans, talked about her connection with LoveChild, including showcasing the latest products inspired by the joy of self-love and the grandeur of Indian weddings. She explained how the packaging design of her products captures the energy and vibe of these celebratory moments, bringing them to life. The session also saw her speak about LoveChild's latest launches designed for all Indian skintones, which include the two shades of **Highlighted Nakhre - Chandni and Sitara**, and the six vibrant categories of **Band Baaja Blush - Bubblegum Baraat, Peach Puchka, Shocking Sharbat, Brown Kudi, Lal Lal Land**, and **Cinnamon Choli**.

Staying true to her personality, Masaba kept the interaction fun and free flowing. During the session hosted by popular beauty influencer, Debasree Banerjee, Masaba also touched upon dealing with acne and sensitive skin over the years her desire not to restrict women with preconceived notions of beauty and skincare. She spoke about her fascination with ingredients such as hyaluronic acid, Shea butter, and niacinamide, while highlighting her admiration for ethical products, which led the way for her to ensure that LoveChild products are PETA certified and free from sulfates and parabens. The session culminated with mentions of unmatched offers that viewers could use to avail her products at attractive prices on Myntra Beauty.

**With over 1400+ brands and 75000+ SKUs**, Beauty and Personal Care is one of fastest growing categories on Myntra. With 100% engagement rates being witnessed across its sessions coupled with a significant growth in its live streaming traffic, Beauty is also a top-performing category on Myntra's

live commerce proposition, M Live. Myntra has facilitated **8000+** M-Live sessions so far with brands such as Lakme, MAC, Colorbar, Innisfree, Maybelline, MASIC, FAE Beauty, and Arata leveraging the proposition to interact with their communities on a deeper level. With the strong love and reception from the brands and customers for M-Live, Myntra plans to scale its brand-led M-lives to make up for a majority of all the live sessions in the next few months. On a daily basis, two hours of beauty content is scheduled on M-live with the **Beauty Squad consisting of beauty experts such as make-up artists, skin specialists, dermatologists** sharing reviews, trends, pro-tips and hacks on make-up, skincare and haircare, 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 6000+ 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 LoveChild:**

**Curated and attested by Masaba Gupta, LoveChild is an honest, playfully- vibrant beauty brand, that's embrasive of all skin types and skin tones while being truly desi. Every product in the LoveChild portfolio boasts of the best ingredients, shades and formulations that are high performing. Enabling a unique expression of self-love, LoveChild celebrates the Queen in you!**

**All LoveChild products are PETA certified, vegan and cruelty-free, and are available online at [lovechild.in](http://lovechild.in), Myntra Beauty and at House of Masaba stores across India.**

### **About Masaba Gupta:**

Masaba Gupta, an Indo-Caribbean fashion designer started her eponymous label, House of Masaba in 2009. An icon for fashion aspirants, she is credited for transforming the face of the fashion industry ever since her promising debut at the Lakmé Fashion Week at the age of 19. She is revered globally as the 'Queen of Prints' and has also won the spot on the Forbes 30 under 30 list in the year 2017. Notably, her 'India-proud' label with a Caribbean heart blends two varied cultures and thoughts to transform everyday mundane items into unconventional motifs and prints.

In the past, she has collaborated on multiple limited collections of beauty products with various brands. Adding to her globally trendsetting repertoire, she collaborated with an original HBO series 'Game of Thrones' launching the Masaba X GOT capsule collection. The diffusion label stocks at luxury international shopping destinations like Essence in Jumeirah and Taj Exotica, Maldives; Vesimi in Dubai; reaching out to the elite clientele in the United Kingdom with Este Couture and Pernia's Pop-

Up Studio, taking over the United States of America with Anokhi Ada in Georgia, Desi Couture in Houston, and Aada in Bangkok, and 9 stores across India. She is also the first and only Indian designer to have a Netflix series inspired by her own personal life and fashion journey.