



Myntra and Zalora partner to bring the best of Southeast Asian fashion to India

Myntra joins forces with Zalora, Southeast Asia's leading fashion e-commerce platform to offer an array of uber trendy options to fashion and lifestyle shoppers in India

Zalora enters the Indian market through Myntra, with a focus on trendy activewear, work wear and occasion wear to build and scale its presence in the ever-evolving Indian market

Myntra furthers its commitment to bring trend-first global fashion to its shoppers with this partnership

Bengaluru, February 22 , 2022: Myntra announces its partnership with Zalora, Southeast Asia's leading online fashion destination, catering largely to the South East Asian markets, including, Singapore, Malaysia, Hong Kong, Taiwan, Philippines and Indonesia. As a house of brands with numerous private labels, Zalora offers an ever-expanding range of popular fashion trends and collections, with a firm focus on catering to evolving consumer needs and preferences.

With this association, Myntra strengthens its commitment to bring the best of global fashion for the consumers in India. The announcement marks the arrival of the first brand from the SEA region to be brought to consumers in India with a range of stylish, chic and sustainable in-house collections under one umbrella. The brand caters to the fashion conscious urban value seekers, under the aegis of, Origin, Zalora Basics, Active, Occasion Wear and Work, at an average price point of INR 2500. To begin with, Zalora will be offering ~ 5000 options on Myntra from its portfolio of stylish in-house brands. Its top selling products include, stylish basics, structured formal dresses, and timeless printed tops for women and suave shirts and sharp T-shirts for men.

The first of its kind association with Myntra, the leading fashion and lifestyle e-commerce major in the country with a huge base of fashion-forward customers will set Zalora up for a strong start and enable it to establish its footprint in the burgeoning Indian fashion market, and build brand salience with the millions of fashion enthusiasts in the country. As the preferred platform for international brands to foray and scale in India, Myntra, is offering a dedicated brand store for Zalora on Myntra-Mall, its in-app mall to enable leading brands to showcase their offerings and efficiently assist consumers in brand and product discovery.

Speaking on the launch, Sharon Pais, Chief Business Officer, Myntra said, "Myntra continues to be at the helm of enabling sought-after international brands to reach fashion-conscious consumers in India. Through our partnership with Zalora, we further our commitment to bring the best of global fashion within easy access of our shoppers. Zalora is a leader in the Southeast Asian markets and brings with it trendy and fashionable merchandise. Through this partnership, we continue to cater to the growing base of fashion and trend seekers in India. "

On their partnership with Myntra, ZALORA Group CEO, Ms Gunjan Soni shared, "ZALORA's commitment to connect more people to the limitless world of fashion went beyond the shores of Southeast Asia and reached the vibrant and exciting fashion consumers of India. We are super proud of our own label for its quality and as it offers a variety of styles, including our special collections made from sustainable materials – simply put there's something for everyone from the Zalora label. More importantly, joining hands with Myntra reflects the evolving retail and e-commerce opportunity in



Asia. ZALORA and Myntra are two e-commerce platforms that significantly impacted how people shop fashion in this part of the world, pushing the boundaries through innovation and cooperation.”

About ZALORA Group

ZALORA is Asia’s online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the leading fashion and lifestyle online destination in growth markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

About Global Fashion Group

[Global Fashion Group](#) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion consumers from diverse cultures and lifestyles. GFG’s platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do.

For more information visit: www.global-fashion-group.com

About Myntra

Myntra is India's leading platform for fashion brands and pioneer 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. The company has partnered with 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, to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 27,000 pin codes across the country.