



Ranbir Kapoor and Alia Bhatt help consumers reimagine their fashion quotient with “India Ka Fashion Capital”

~The latest campaign from Flipkart Fashion reminds the audience about the joy in shopping for fashion

Bengaluru - January 20, 2021: Flipkart, India’s homegrown e-commerce marketplace, has launched the sixth edition of its “India Ka Fashion Capital” campaign. Featuring two of Bollywood’s most stylish icons, Ranbir Kapoor and Alia Bhatt, the campaign is aimed at inspiring fashion-lovers across the country to upgrade their fashion quotient with the latest styles available on Flipkart. With the proposition of “Wear The Next”, Flipkart Fashion invites the brand lovers, the trend setters, and the spotlight stealers, to own their personal fashion choices while keeping up with evolving fashion trends.

The fashion industry in India has changed in innumerable ways this past year, as consumer needs continue to evolve at a time when the definition of ‘needs’ itself remains dynamic. For many people, the past year has created a moment of “reckoning and rethinking” as they looked at their fashion requirements through a different lens. With most people remaining safely indoors, the pandemic triggered changes and brought millions of new customers online to experience fashion through e-commerce, not only in metro cities but also in smaller regions and towns. Flipkart has, over the years, established itself as the go-to fashion destination for consumers across the country, with its vast and inclusive selection - ensuring there is something special for every kind of shopper. It has consistently worked towards building aspiration and personalized journeys for consumers on its platform. The new campaign showcases Flipkart Fashion’s credentials and experiences through a meaningful media mix, using styled fashion imagery and targeted communication for various micro segments of consumers.

Speaking about the launch of IKFC 6.0, **Nishit Garg - Vice President, Flipkart Fashion**, said, *“Consumers today are fashion-conscious, value-seeking and aspire to own the latest celebrity fashion trends. We believe in addressing these needs meaningfully by collaborating with the best in the industry and are constantly onboarding new brands, sellers and partners in order to enhance the customer shopping experience. Fashion is an important growth driver for us and we believe there is a world of opportunities out there for us to explore. Through our latest campaign featuring Ranbir and Alia, we want to inspire consumers across the country to explore the latest trends and create their own personal style that they have always wished for.”*

The campaign is live on television and digital platforms for a period of 8 weeks. Apart from 2 TVCs, consumers can also expect a plethora of curated digital content. From short videos talking about the benefits of shopping on Flipkart Fashion to a host of social media challenges, consumers can expect to see Ranbir and Alia in various engaging and interactive formats. From branded fashion to latest trends to celeb styles, Flipkart Fashion’s brand ambassadors, Ranbir and Alia, can be seen educating consumers about always being ahead in their style game by “Wearing The Next”.



Link to the films –

https://www.youtube.com/watch?v=MdbFwi_ulGs&list=PLNrODmzoJwwrOxvvtNPB-ytrYGEgkRozB

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's e-commerce revolution, with a registered customer base of over 300 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra, which holds a prominent position in the online fashion market and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

About Dentsu Webchutney

Dentsu Webchutney, led by the most creative talent in India, is constantly finding new ways to get ahead of the industry. Dentsu Webchutney is the only digital-first Indian creative agency to win at Cannes, Kyoorius, and Spikes, and is built to outperform at any level your brand demands change. Dentsu Webchutney has been a work in progress for over 20 years, always building for the next big paradigm. As a part of Dentsu International, Webchutney shoulders with 3500 talented digital people, innovating for the future of brands.

For more information, please contact media@flipkart.com