



Flipkart partners with Urbanic to bring global fashion to millions of consumers this festive season

~ A wide selection of almost 1,000 unique styles from Urbanic will now be available to consumers across India

Bengaluru - September 8, 2020: In preparation for the festive season and much-awaited Big Billion Days, Flipkart announced a partnership with *Urbanic - a London-based Gen Z fashion brand*, to bring a wide range of global fashion to young consumers across India. A stylish collection of almost 1,000 unique styles will be available to a growing registered customer base of over 350 million - from metros to tier 2 and 3+ regions. The partnership with Urbanic is the first of several exciting launches lined up for this season for Flipkart. This comes at a significant juncture, as people, especially the younger generation, are slowly beginning to step out in a safe manner and are seeking stylish fashion options.

The partnership with Flipkart enables Urbanic to democratise fashion by reaching out to a wider array of shoppers through Flipkart's reach in smaller towns and cities. This launch aligns with Flipkart's priority to continuously expand its fashion portfolio and make the latest trends accessible to fashion-seekers across the country. Consumers can choose from a range of styles across categories, including apparel and loungewear. Priced from INR 299 onwards, the Urbanic selection includes tops, denims, winter wear, lingerie and swimwear; and is available on Flipkart today. Urbanic's growth vision is tied to engaging more shoppers in India through this partnership with Flipkart.

Speaking about the launch, **Nishit Garg, Vice President - Flipkart Fashion**, said, *"Fashion plays a key role in onboarding new consumers during the festive season for Flipkart, and we believe that this launch is going to grow our Gen Z customer base. Fashion needs have evolved in different ways this past year, and global styles continue to be a big influence as we prepare for this much-awaited season. We are happy to announce the launch of Urbanic on Flipkart, which is one of our biggest fashion partnerships this year. We believe that the latest styles should be made accessible to every aspiring consumer across the country."*

He further added, *"We will continue to play a role in equalising fashion trends and bridging the gap between customers in metros and Tier 2+ regions. Another step in this direction was the recently launched 'Trend Stop!' - an in-app curation of over 55,000 latest youth styles in partnership with smaller labels, which has also witnessed great success. We will be collaborating with the best in the industry to grow our youth fashion portfolio, and this partnership with Urbanic is in line with this vision."*

Sharing his views on the partnership with Flipkart, Rahul Dayama, Head of Marketing, Urbanic, India said, *"It's a great opportunity to collaborate with Flipkart and bring Urbanic's edgy, uber chic and in-vogue collection onto India's best shopping destination. Through this partnership, we aim to scale our reach and leverage Flipkart's reach across the length and breadth of the nation and their technology to give our community of style icons a superior digital*



shopping experience.”

James Wellwood, Partner at Urbanic, London added *“We want to make sure that all individuals have equal access to fashionable and trendy outfits that Urbanic provides at an affordable range.”*

The demand for *youth fashion* is growing at a tremendous pace in India today, and Flipkart, India's homegrown e-commerce marketplace, has identified the opportunity to address these needs by strategically enhancing its *youth fashion* portfolio. This is being initiated via a two-fold partnership strategy - one, with youth-focused brands (international and domestic) that are seeking to engage a wider audience PAN-India. In alignment with this, Flipkart today announced a partnership with *Urbanic - a London-based Gen Z fashion brand*. The second part of Flipkart's youth fashion-focused strategy is insight-led collaborations with smaller homegrown labels.

In the recently published report by Bain & Company on [How India Shops Online 2.0](#), Fashion continues to be a key gateway category for new online shoppers, with a lead as a first purchase (35%–40% of new shoppers bought fashion in their first transaction in 2020).

Flipkart works closely with a growing number of national, international, and regionally-renowned fashion brands and sellers in different ways. This includes identifying opportunities for them to connect them with consumers across India through the online marketplace, leveraging the power of technology, scale their presence and diversify existing product portfolios.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to media@flipkart.com

About Urbanic

Urbanic is an emerging London based fashion brand creating and bringing distinct styles that sustain the idea of inclusivity. With over 15 million downloads of the App, Urbanic is the preferred fashion destination of the young, trendy and stylish. From providing accessibility to



sartorial European fashion to homegrown street styles, Urbanic's range of apparels and accessories are uber chic, and of good quality. Urbanic works with thousands of influencers championing the narratives of inclusivity, diversity and body positivity through their distinct styles of dressing.