



Flipkart and Myntra partner with Marie Claire as the International Brand forays into Cosmetics and Hair Care Appliances segment in India

- *Launches curated collection of French makeup products and hair styling tools*
- *Products are going to be available on Flipkart from Aug 12 and soon on Myntra, with a launch price starting from Rs. 169 in cosmetics range and Rs. 749 in hair care appliances range*

Bengaluru, August 11, 2021: Flipkart, India's homegrown e-commerce marketplace, along with the group's fashion, beauty & lifestyle major Myntra, today announced its partnership with Marie Claire, a global lifestyle and fashion brand, to bring the latter's range of cosmetics and hairstyling appliances to India. With this launch, Marie Claire, known for its salons, magazines, ready-to-wear and accessories segment running successfully in India, marks its entry into the Beauty & Hair Care appliances category. The new range by Marie Claire will also be available on Myntra soon, leveraging the platform's reach that brings millions of people every day to shop for their fashion, beauty and lifestyle needs.

Priya Fotedar, Senior Director - Private Label, Flipkart said, *"We continue to explore partnerships that allow us to bring new brands and products to the Indian market in line with the needs and expectations of our consumers. Despite significant changes in our lifestyles over the past year, beauty and hairstyling continue to remain important as ever in the daily lives of consumers. Our partnership with Marie Claire enables us to provide consumers with products that are affordable yet premium. We are delighted to add a renowned international brand like Marie Claire to our portfolio of offerings in beauty & personal care – a segment where the brand's reputation matters as much as the product's functionality."*

Over the course of last year, eye makeup has seen increased interest - especially eyeliners and mascaras, from consumers across the country. Further, products with a matte finish, such as matte lipsticks or compacts continue to trend in India, as consumers seek to keep up with their beauty standards, even while wearing masks. Taking note of these strong consumer insights and through in-depth research, Flipkart and Myntra, in partnership with Marie Claire have come up with a new range of products that are inspired by french taste and expertise and infused with local influences to meet the needs of India's next-gen consumer. The product range, which currently comprises lipsticks, eyeliners, nail paints, *kajal*, mascara, and compacts, offers great value for money and comes with a matte texture, vitamin E and Jojoba oil infusions, among others. Nourishing beauty is what the brand stands for and all the products in this range embody the same essence. The aim is to address specific concerns of Indian beauty consumers and give them a *'makeup meets skincare'* experience.

Roberto Bre, Brand Architecture Partner, Marie Claire said, *"India, for its sheer size, presents a huge and very attractive opportunity for Marie Claire in the beauty sector. We are excited for the opportunity to enter the personal care market - a segment that clearly has a lot of potential for DIY solutions. Partnering with Flipkart and Myntra will give us great reach and visibility among consumers, across the length and breadth of India. Flipkart's and Myntra's deep*



understanding of consumer behaviors and demographics will give us a strategic advantage as we expand our brand presence in the country.”

Nishant Prasad, Senior Director, Myntra Fashion Brands, said, *“Beauty and Personal Care category is a strong focus area for Myntra. We are continuously expanding our portfolio, with many world-class brands already added so far in 2021, and Marie Claire is another fine addition to it. We are also looking to leverage our deep understanding of consumer and category trends to bring to market the most relevant and innovative products in the beauty and lifestyle space catering to evolving consumer preferences. In this journey, we are delighted to be partnering with Marie Claire, a renowned international brand with a rich heritage and extensive offerings. With this association, we reinforce our commitment to offering the best of beauty and personal care products to our brand-conscious customers, by adding to our wide range of offerings, as they look to complete their look and take care of their lifestyle needs.”*

In addition, the hair care appliances range which includes hair dryers and hair straighteners, offers consumers high performance, instant-heating technology and various speed settings for DIY looks and salon-style experience at home.

Details of the Marie Claire cosmetics and hairstyling appliance range launched by Flipkart and Myntra:

Marie Claire ‘Matte My Match’ [Priced at Rs. 249]

A range of 10 lipsticks enriched with cocoa butter and jojoba oil to create a creamy and nourishing formula that sets to a velvet matte.

Marie Claire ‘Masterstroke’ [Priced at Rs. 219]

A one-and-done jet-black pen eyeliner formulated with Vitamin E and a quick-drying technology, perfect for an effortless winged liner look.

Marie Claire ‘Long and Legit’ [Priced at Rs. 249]

The ultimate curling, lengthening and nourishing mascara enriched with Jojoba Oil, Cocoa butter and Vitamin E. The perfect amalgamation of skincare and makeup.

Marie Claire ‘Matte Set Go’ [Priced at Rs. 209]

With sun protection and fast-absorbing compact formula, this versatile SPF 45 setting powder can be incorporated at any step of the makeup routine or be worn all on its own.

Marie Claire ‘Here To Stay’ [Priced at Rs. 169]

A range of 12 everyday shades of fast-drying, chip-resistant nail polish formulated with a color-lock technology to increase longevity.

Marie Claire ‘Kohl Me Baby’ [Priced at Rs. 199]



A jet-black, velvet glide version of the beloved kohl pencil, enriched with almond oil for nourishment.

Marie Claire 'Matte Me Blush' [Priced at Rs. 259]

A set of two earthy matte powder blush shades that perfectly complement a wide spectrum of Indian skin tones.

Marie Claire 'Perfect Blend' [Priced at Rs. 199]

The ultimate makeup blending sponge for an effortlessly flawless look. A must-have in your vanity kit.

Marie Claire Hair Dryer M18 [Priced at Rs. 549]

This 1200 W hairdryer offers high performance and a choice between two-speed settings. It has a lightweight, foldable design that makes it suitable for carrying on travels.

Marie Claire Hair Straightener M18 [Priced at Rs. 599]

This hair straightener has a ceramic coating that makes it heat-resistant and enables it to glide smoothly over the hair. Equipped with 60-second instant-heating technology and temperature options between 120-210° C, it has a compact, lightweight design that makes it extremely travel-friendly.

Marie Claire Hair Dryer C24 [Priced at Rs. 899]

Operating at 2000 W and equipped with Ionic Function, this hair dryer works on all hair types, achieving faster drying with little or no damage to the hair. It comes with two-speed settings, three heat settings, and a "cool shot" to ensure that your hairstyle remains in place.

Marie Claire Hair Straightener C24 [Priced at Rs. 949]

This hair straightener has a ceramic coating and a wide floating plate for maximum coverage. It comes with ten temperature settings, ranging from 120-210° C, with instant heating. It also has a smart sensor auto-off built-in, which automatically turns off the device after an hour of unuse.

View the product images here:

https://drive.google.com/drive/folders/1kafHYcAvMvB4yWapjzO6fy_4JNWJsfN?usp=sharing

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 details contact: media@flipkart.com

About Marie Claire Group

Marie Claire Group created Marie Claire as the first women's magazine in 1937, with innovative content focusing on Beauty, Fashion & Lifestyle, and a new and unheard voice on society features. With the launch of Marie Claire Japanese edition in 1982, the magazine started its international development reaching 25 local editions globally. It remains today a leading media brand with an audience of 91.1 Million Global reach (print, online, social media), creating exceptional brand awareness all around the world. From such popularity, the Marie Claire Brand developed extended products and services licensing programs, such as fashion accessories and ready-to-wear, home decor, and cosmetics, bringing the Marie Claire brand style and values into consumers' lives. First launched in India in 2016 with the Ready-to-Wear collection, the Marie Claire brand is today also present through Hair & Beauty salons, Watches, with a fast-growing brand development program. The MC group is very proud to launch the Beauty and Personal Grooming range with Flipkart and is convinced it will be a great success across India.

The association is facilitated by Bradford License India, Marie Claire's official India Partner.