



Flipkart unveils #NewForYou campaign as part of the Autumn Winter fashion collection and revamped shopping experience launch

- *Top Indian and International brands to present a wide selection trendy styles*
- *Over 100 fashion influencers to present curated selection and styles*
- *Introduces a revamped shopping experience through technology-led features, including image search, video cataloguing, live commerce and guided shopping*

Bengaluru - August 24, 2022: Ahead of the upcoming festive season and the much-awaited 'Big Billion Days', Flipkart today announced the rollout of the new fashion season with the *Autumn Winter* fashion collection on the platform. A stylish curation of lakhs of new and unique styles from top Indian and International brands will be available across categories including apparel, accessories and footwear. The previous *Spring Summer Season* and the *End Of Season Sale* saw significant participation from shoppers across ages. *The new season launch* will also bring curated fashion and lifestyle offerings to millions of customers from metros to tier 2+ regions across the country.

In addition to the introduction of the *Autumn Winter* collection, Flipkart is also gearing up to provide a revamped shopping experience through several technology-led features for the upcoming festive season. These initiatives build on customer insights and nuances in customer shopping across geographic and demographic parameters. They include *image search* to simplify and narrow down the product discovery journey for customers and to overcome vernacular and linguistic barriers, *video cataloguing* to enable customers to get dynamic information about the products such as fit, fabric, etc; *live commerce* to provide an interactive shopping experience, to name a few.

Building on customer research and indicative preferences, the colour spectrum in the new *Autumn Winter* collection will span across earthy hues, including blues, browns, yellows, pinks and greens. Customers can choose from a range of chic styles across dresses, tops, t-shirts, kurtas, skirts, pants, denims, cardigans, sweaters and jackets, including trends such as Victorian sleeves, Y2K, dark florals, metallics and colour-blocking.

Commenting on the launch, **Abhishek Maloo, Senior Director, Flipkart Fashion**, said, "*In preparation for the festive season and the Big Billion Days, we continue to strengthen our wide selection of styles and brands, and improve shopping experiences for our customers. As fashion consciousness gains momentum across the country, we continue to bridge the gap between metros and Tier 2+ regions by enabling a seamless fashion shopping experience. The Autumn Winter fashion collection debuts at the perfect time when people across the country are looking to upgrade or refresh their wardrobes in the lead-up to the festive season. In addition, we also*



aim to amplify excitement through multiple technology innovations led by our #NewForYou campaign that will help scale Fashion for the metro as well as Bharat customers.”

Flipkart works with a growing number of national, international, and regionally-renowned fashion sellers and brands including D2C. This includes identifying opportunities to connect them with consumers across India through the online marketplace, leveraging the power of technology to scale their presence and diversify existing product portfolios.

Commenting on the association, **Deepak Patil, Business Head, Cult Sports**, said, “Flipkart has offered us a great platform for every category that we have launched, with the latest addition of footwear and sports equipment category to our portfolio, we are sure Flipkart will help us grow and connect with audiences across the country.”

Flipkart has partnered with over 100 influencers across fashion and lifestyle for a #NewForYou campaign to bolster the platform’s expansive Autumn Winter fashion curation on social media.

Flipkart’s *Autumn Winter* fashion collection includes a wide array of apparel, footwear and accessories for men, women and kids.

About the Flipkart Group

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

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 400 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