



Flipkart brings Bebe and its global fashion to millions of consumers in the lead-up to the festive season

A wide selection of almost 1,000 unique styles from Bebe will now be available to fashion shoppers across India

Bengaluru, September 02, 2022: In the run-up to the festive season, Flipkart, India's homegrown e-commerce marketplace, has announced the onboarding of Bebe, a San Francisco-based contemporary fashion brand, to bring a wide range of global fashion to fashion shoppers across India. Bebe's stylish catalogue of almost 1,000 unique styles will be available to millions of Flipkart customers across metros and Tier 2+ cities across the country. With the introduction of Bebe on its platform, Flipkart is also gearing up for several exciting launches lined up for customers this festive season. This comes at a significant juncture, as people, especially shoppers in the mass premium segment, who are seeking stylish fashion options.

Flipkart would enable Bebe to reach out to a new set of shoppers through Flipkart's reach in smaller towns and cities in the country. 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. Customers can choose from a range of chic styles across apparel and accessories. Priced from INR 800 onwards, the Bebe selection includes tops, dresses, hats, co-ord sets, denims, sleepwear, activewear and lingerie, and is available on Flipkart today. Bebe's growth vision is tied to engaging more shoppers in India through this partnership with Flipkart.

Commenting on the onboarding, **Sandeep Karwa, Vice President, Flipkart Fashion**, said, "Today millions of customers explore e-commerce and Flipkart through Fashion selection and Flipkart over the years has built a strong affinity amongst customers for their Fashion needs. *As we continue to strengthen the selection, the launch of Bebe products will further enhance this journey and help make the latest trends accessible to every consumer across the country. The past two years have witnessed a tremendous shift in consumer preferences when it comes to fashion, as it deepens to new niche categories such as athleisure. The Bebe launch comes at an opportune time when people across India, from metros to T2+ regions, seek to upgrade their wardrobes for the festive season.*"

Ralph Gindi, Owner & COO, Bluestar Alliance, said, "Flipkart understands our brand and how to engage the fashion-centric consumers online. *We're looking forward to working together to reach the Bebe shopper in this exciting market.*"

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

About bebe:

bebe is owned & managed by Bluestar Alliance. Recognizing a demographic that was neither junior nor bridge, the first contemporary fashion brand emerged. Over 40 years later, bebe has established itself as one of the world's top & most iconic fashion brands. Luxurious & upscale, bebe appeals to a contemporary consumer who is knowledgeable & passionate about fashion. Our customer seeks out flirty dresses, bodycon styles, & sophisticated separates that are trendy yet timeless. In addition, bebe offers a line of merchandise branded with the distinctive bebe logo for those who love to wear the bebe name.

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