



Flipkart's 'SPOYL' Is The Official Style Partner of Bollywood Film 'Fighter' starring Hrithik Roshan and Deepika Padukone

- ~ SPOYL X Fighter merchandise features over 80+ limited-edition styles ranging across apparel, footwear, and accessories, starting at Rs. 399/-
- ~ The collection celebrates the fusion between entertainment and fashion, enabling individuals to express themselves by putting their most stylish foot forward



Bengaluru – February 2, 2024: SPOYL, the fashion destination for Gen Z on Flipkart, is the official style partner for the highly anticipated film 'Fighter', directed by Siddharth Anand, presented by Viacom18 Studios in association with Marflix Pictures, and starring Deepika Padukone, Hrithik Roshan, and Anil Kapoor. The limited-edition SPOYL X Fighter collection encompasses over **80+ styles** inspired by the movie, ranging from a diverse selection of jackets, t-shirts, tank tops, parachute pants, bags, and sunglasses, starting from **Rs. 399/-**

Since its launch, SPOYL has experienced an overwhelming surge in popularity among Gen Z fashion enthusiasts. Approximately 60% users on the SPOYL platform today are aged between **16-30 years**, and are seeking the latest fashion trends and styles. With many Gen Z shoppers



embracing a range of styles, including playsuits, 90s grunge, Y2K, Kpop, cottage-core and gender-neutral styles to name a few, the SPOYL X Fighter collection offers more choices for self-expression through fashion.

Speaking about the new launch and much-awaited collection drop, **Abhishek Maloo, Senior Director - Flipkart Fashion** said *“With SPOYL, our objective is to offer unparalleled choice and value on the latest fashion trends to every Gen Z shopper nationwide. In line with this, we are elated to unveil the Fighter collection which has been yet another special collaboration between fashion and entertainment in India. We are excited to continue this ‘Official Style Partner’ journey at SPOYL, where we will remain dedicated to exploring novel entertainment avenues. With this approach, we are unlocking new opportunities to bring the best of fashion to millions of customers across India through our growing network of sellers.”*

Ajit Andhare, COO, Viacom18 Studios said, *“We are thrilled to witness the collaboration between Flipkart's SPOYL and our cinematic creation. The SPOYL X 'Fighter' collection is a testament to the fusion of Bollywood flair and Gen Z fashion, offering over 80 limited-edition styles inspired by the movie. Directed by Siddharth Anand and starring Deepika Padukone, Hrithik Roshan, and Anil Kapoor, this collaboration transcends entertainment and fashion, creating a unique space for self-expression and individuality while taking Indians on this one of a kind style journey. We're excited to see how this partnership unlocks new avenues for style and resonates with our audience across India.”*

Director **Siddharth Anand** said *“This film is a true combination of heart-thumping action and a patriotic fervor packed with some seriously great styles on Hrithik Roshan and Deepika Padukone. To match their iconic fashion and energy, we partnered with Flipkart as our Style Partner which only resonates with the film and its storyboard but also inspires young Indians to explore their fashion game.”*

Curated and designed by licensing company Black White Orange, SPOYL aims to transform how young Indians express their individual style, offering an extensive array of contemporary designs and style options that empower them to embrace their distinct fashion preferences. Its unique experience is powered by stunning visuals to enable gender-agnostic browsing for styles that resonate with the values of the Gen Z customers.

Since the launch of SPOYL last year, an increasing number of Gen Z fashion shoppers are looking for influencers and celebrity-inspired styles such as corsets, utility shirts, cargos and freestyle baggy t-shirts. With Fighter clocking in 1+ lakh pre-booked ticket sales for its release day, it goes to show the immense anticipation of fans for the movie. The lookbook sported by the cast Deepika Padukone and Hrithik Roshan can also be purchased on Flipkart's SPOYL.



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 sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 lakh sellers on the platform, including Shopsy sellers. With a focus on



empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

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