



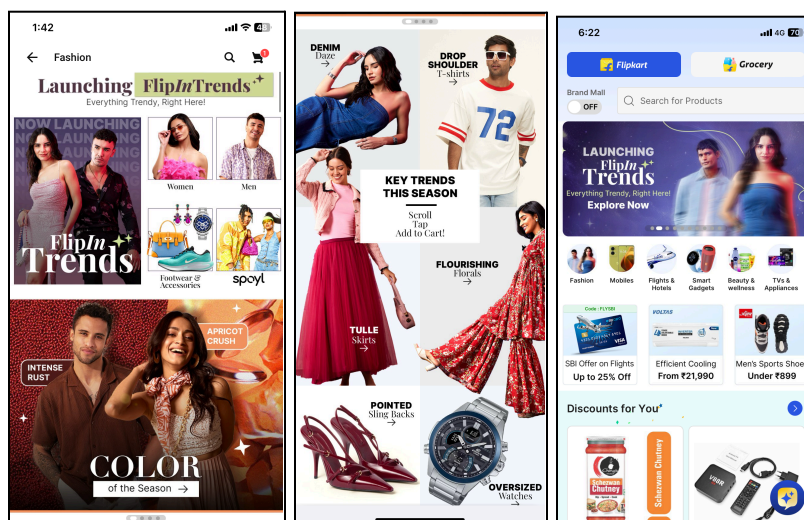
Flipkart Unveils FlipInTrends To Drive Growth For Made-in-India Fashion Brands In The Run Up To The Festive Season

~ Rhea Kapoor, Mouni Roy and Rithvikk Dhanjani joined over 100 Made-in-India fashion brands from across India to kick off the festive season for Flipkart Fashion

~ **FlipInTrends** will enable Made-in-India fashion brands to leverage Flipkart insights and trend mapping to ensure the most relevant styles are made available on the marketplace this festive season

Bengaluru, 31 July, 2024 - Flipkart, India's homegrown e-commerce marketplace, brought together over 100 Made-in-India fashion brands from across the country for the launch of **FlipInTrends**, with the intention to help them maximize growth opportunities in the run up to this year's festive season. Available on the Flipkart app, this introduction is based on early-stage generative AI innovations, utilizes innovative merchandising & technological enhancements and leverages the understanding of over 500 million registered users.. When it comes to the fashion industry, the speed of trends changing is tremendous and *FlipInTrends* is aimed towards enriching trendy product offerings to effectively meet consumer demands. This strategy also provides deeper engagement with the fashion seller ecosystem by incorporating deeper trend forecasts into the dashboard on the Flipkart Seller app, ensuring sellers stay updated with the latest trends.

Industry leaders from Meta, WGSN and Libas joined Flipkart in sharing their learnings on brand building and engagement with the audience at the launch event in New Delhi. A true culmination of all things fashion, the event's standout moments were an interesting conversation on style featuring renowned stylist Rhea Kapoor and a ramp walk featuring Bollywood star Mouni Roy, who showcased collections from Made-in-India fashion brands alongside models wearing curated pieces. The event also witnessed the launch of the 'Flipkart Fashion Trends 2024' coffee table book that unveiled upcoming seasonal styles, providing valuable insights about emerging trends in the fashion industry.



**Event Highlights:**

- *Representatives from Meta, WGSN and Libas discussed strategies to enhance trendy offerings and empower emerging fashion brands to capitalize on these trends*
- *Renowned stylist Rhea Kapoor was joined by Priyanka Bhargav (Senior Director - Brand Marketing & Group Insights Head, Flipkart Group), Ravi Krishnan (Senior Director - Product, Flipkart) and Samir Deepak Shah (Senior Director - Research, Flipkart) for an interesting conversation on fashion trends that are shaping the Indian landscape. They also shared their views on how Flipkart's on-app experiences such as Virtual Reality, Video Commerce and Live Streaming helps customers discover, build trust in the product and ultimately make the right shopping decisions*
- *Mouni Roy, as the event showstopper, showcased curated collections, exemplifying Flipkart's commitment to diverse fashion choices for online shoppers*

Speaking on the success of the event, **Pallavi Saxena, Senior Director - Flipkart Fashion** said *“The launch of FlipInTrends marks a significant milestone in our journey to curate cutting-edge trends and redefine the fashion shopping experience for our customers. We are dedicated to supporting and focusing on Indian fashion brands by ensuring that they have access to the best insights, which in turn enables brands to bring the trendiest collections to the Flipkart marketplace. The launch event celebrated fashion in every way, with brands, influencers and industry thought leaders coming together to experience what we believe is the future of fashion in India.”*

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.

Established 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 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

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