



Flipkart Launches Brand New Fashion Experience For Latest 'End Of Season Sale'; Sees Participation From Lakhs Of Sellers And Brands

- Beginning **December 7, 2024**, the much-awaited fashion event will offer a personalized shopping experience with access to **10 lakh+** stylish products
- With an increased focus on Gen Z, Flipkart launches a new immersive video platform '**Play**', which will feature fresh, relevant and trendy videos for shoppers
- **50+** product categories will be available for quick delivery via Flipkart Minutes

Bengaluru, India – December 6, 2024: Flipkart, India's homegrown e-commerce marketplace, has announced its much-awaited 'End of Season Sale' (EOSS) beginning **December 7, 2024**. EOSS will witness participation from brands and sellers, making 10 lakh+ trendy styles available to millions of customers across India. New on-app experiences have set the stage for the most engaging EOSS to date, with an enhanced focus on Gen Z shoppers from both an experience and offering perspective. The week-long event will see a revamped Flipkart app interface, expanded product collections, a new immersive video forward destination called 'Play', Video Commerce experiences and a wide array of irresistible deals.

With an enhanced focus on speed in delivery, 50+ product categories will be available for quick delivery via Flipkart Minutes. With a focus on ecosystem empowerment, the last-mile delivery workforce will have the opportunity to earn an additional source of income courtesy of the increased scale of orders during EOSS.

EOSS is expected to be one of the best fashion celebrations this season, and it promises to deliver high-quality styles to all serviceable pin codes across India. Showcasing its deep understanding of the Indian fashion landscape, especially the ever-evolving Gen Z audience, Flipkart will enable customers to choose from a wide range of products; while also availing of various bank offers (Axis Bank and Bank of Baroda Debit Card and Credit Cards) when ticking off their style wishlist during the EOSS.

Speaking about the fashion shopping extravaganza, **Pallavi Saxena, Senior Director, Flipkart Fashion** said, *"With every new edition, Flipkart's End of Season Sale becomes an even larger celebration of fashion and trends that brings joy to millions of our customers across India. Fashion enables us to express ourselves in very unique ways, and we are currently focusing on making Flipkart Fashion the chosen destination for Gen Z. This year, enhanced features are set to give existing shoppers a new reason to visit the app every day, while onboarding new customers. With a wider range of the latest fashion, footwear, and accessories, supported by cutting-edge technology, we will continue to elevate the shopping experience for every customer."*

What's New This EOSS?

New User Interface:



- **Revamped Homepage Experience:** During EOSS, the Flipkart app will have a brand new homepage with new colors, sharper imagery and updated widgets for a sleek and user-friendly experience
- **Freshness on Feed:** Shoppers will enjoy a refreshed search experience where trendy products take center stage, making it easier to find exactly what's in style

Trend Discovery:


- **#Trend Tags:** Products will now feature labels like #StreetStyle and #BohoChic on search, browse, and product pages; helping users discover and learn about trends effortlessly
- **New widgets** on the homepage and product pages will recommend the latest trending styles for shoppers to explore
- Trendy content created by college KOLs and Influencers
- **Infinite homepage feeds** will now include trendy filters and spotlights, helping users find the perfect look with just a few clicks

Styles For Every Shopper

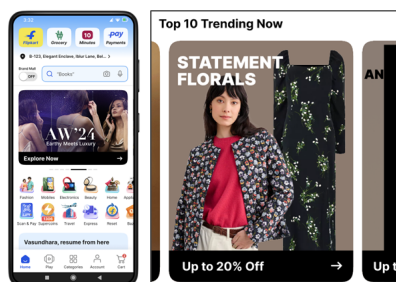
- Women can explore styles like statement sleeves, wide-leg jeans, baguette bags, chunky chains, sequin sarees, and biker looks; while men can choose from a wide range of trendy denim, oversized fits, colorblocked shoes, retro sunglasses, tweeds and turtle neck shirts.
- Flipkart's Spoil platform has introduced over 10,000 fresh styles designed for Gen Z, perfect for the upcoming party and winter seasons.

In the run-up to the End of Season Sale, Flipkart also launched two new TVCs that celebrate the latest Gen Z trends. Adding to the excitement, Flipkart is collaborating with a diverse lineup of influencers who will showcase curated selections of trendy styles and deals. The End of Season Sale is a grand celebration of style and trends, reaffirming Flipkart's position as the ultimate destination for everyone's fashion, footwear, and accessory needs.

TVC 1:  Flipkart End of Season Sale - 7th Dec to 13th Dec!

TVC 2:  Flipkart End of Season Sale - 7th Dec to 13th Dec!

Home Page:





Fashion Page:



About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money. 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