



Myntra's fashionable takeover in Bengaluru with M-Now

Bangaloreans stunned as Fashionable M-Now Delivery Riders take over the City

ADVERTISING

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MYNTRA'S M-NOW



The city was recently taken by surprise as Myntra's M-Now delivery riders, dressed in the latest fashion trends, zoomed through the city's streets. This unique on-ground activation, launched to celebrate the launch of M-Now, caught the attention of fashion enthusiasts leaving social media abuzz.

This unexpected and eye-catching sight had Bangaloreans sharing videos and photos across social media platforms, expressing their admiration for the innovative approach. Filled with excitement over the concept, with numerous users expressing admiration for the campaign's innovative approach. One user posted: "Why does my Myntra delivery guy have better rizz than me ? I need to know M-Now" - Srishti Pandey

Bengaluru recently witnessed an exciting twist as M-Now delivery riders, dressed in the latest fashion trends, zoomed through the city's streets. This unique campaign not only turned heads but also created a massive buzz on social media.

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Mynverse, our new learning universe, launched with a bang, offering Myntraites an exciting journey through AI, learning style decoding, and fun puzzles! With engaging activities and attractive giveaways, Mynverse is here to empower Myntraites with endless possibilities for upskilling, reskilling and personal growth.

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Influencers, AI, and Gen Z Trends



In an interview with India's leading news channel ET Now at the Creator Fest 2024, our CMO Sunder Balasubramanian dives deep into the power of influencer marketing, the evolving role of AI in shaping marketing strategies and emerging fashion trends among Gen Z and millennials.

Watch here: [ET Now](#)