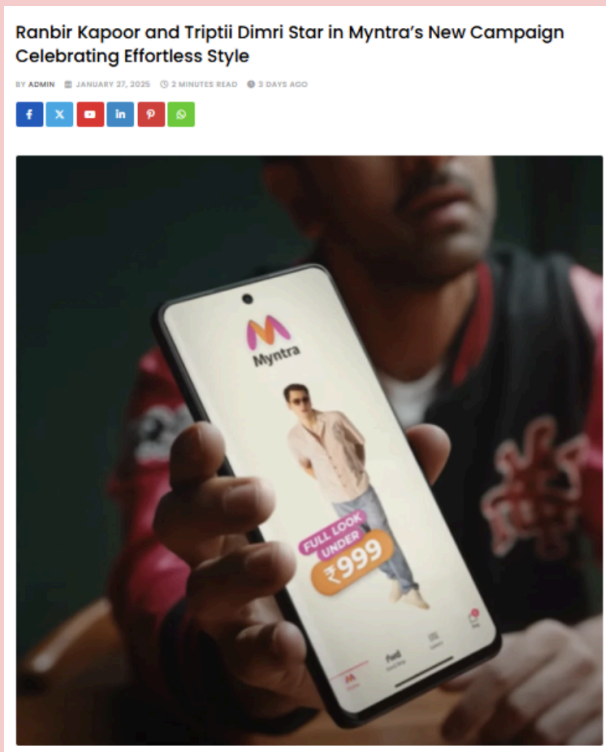




Our latest campaign 'Fashion with Caution' brings trendy looks and hilarious mishaps featuring Triptii Dimri alongside Ranbir Kapoor and Sushant Singh



We recently launched our latest campaign, 'Fashion With Caution', featuring Triptii Dimri alongside Ranbir Kapoor and Sushant Singh. The campaign humorously depicts how Myntra's trendy collections cause amusing chaos in everyday situations, from spilled tea at the office to a buzz at the airport. With celebrity-inspired looks and Myntra's M-Express delivery, the campaign highlights how looking stylish is effortless and accessible for all. Sushant Singh adds a witty narration, reminding viewers that while Myntra makes fashion easy, it may spark unexpected reactions – #FashionWithCaution.

Read here: [Social Media Dissect](#), [Adgully](#), [exchange4media](#), [Afaqs](#)

Myntra at IFF 2025: Leading the conversation on the Future of Fashion



The India Fashion Forum (IFF) 2025, played a key role in enabling conversations about fashion, innovation, technology, design, different customer cohorts across regions and much more. Our CEO,

Nandita Sinha, discussed the trends and fashion in Bharat, in a compelling fireside chat with Vishak Kumar, CEO Madura Fashion and Lifestyle and Business Head, Aditya Birla Group while Venu Nair, our Chief of Strategic Partnerships & Omnichannel, spoke about the power of collaboration in driving industry growth. Jayanti Ganguly, VP, of Category Management, moderated a thought-provoking discussion on decoding the DNA of Gen Z customers and their evolving expectations. Aparajita Sengupta, Senior Director, Creative & Curation led a masterclass on co-creating fashion, highlighting how consumers can be engaged using creatives, designs and relatable storytelling. Myntra's presence at IFF 2025 reaffirmed our thought leadership in shaping the future of fashion.

Read here: [LinkedIn](#)

A new chapter of learning and inspiration kicked off with *Perfect Blend at Myntra*



We recently launched 'Perfect Blend' at Myntra— an initiative designed to spark meaningful, personal conversations between our employees and seasoned leaders. The inaugural session kicked off with the Contact Centre team, where our Senior Director – Customer Success, Vikram Reddy, shared invaluable insights from his inspiring professional journey. The session wrapped up on a high note with a fun and fast-paced rapid-fire round, making it both engaging and memorable.

Read here: [LinkedIn](#)

Vishwanathan Anand and Gukesh Dommaraju return to ace GenZ style with FWD!

Chess Legends Vishwanathan Anand and Gukesh Dommaraju Return in Style with FWD

🕒 January 30, 2025



FWD by Myntra is back with a series of exciting and humorous ad films featuring chess legends Vishwanathan Anand and Gukesh Dommaraju. Building on the immense popularity of their first collaboration, the new series highlights FWD's trendy GenZ collection while delivering witty banter and moments of delightful surprise. In these latest short films titled 'Grandmaster's Wardrobe' and 'King's Move', the lighthearted exchanges between Anand and Gukesh continue to delight the audiences, as they explore GenZ fashion with charm and wit.

Read here: [Mediabrief](#), [Media Bulletins](#)