



Myntra scores a melody with a MOGO!

- Launches a new Musical Logo to create an aural imagery for the fashion behemoth

Bengaluru, August 18, 2017: Myntra recently launched its musical logo, adding a new dimension and enhancing its symbolic status as the curator of global fashion in the country. The 1.5 second acoustic theme is an ode to all that the brand represents and aspires to in the coming.

For a fashion portal in today's day and age it seemed obvious that brand Myntra should have a sonic identity which could 'touch' the consumer using sound. The new sonic identity of Myntra represents the warmth, infectious energy and positivism of a young India, even while expressing the premium, aspirational cues associated with the fashion world. It cleverly weaves a multiple range of instruments and sounds and is a spirited expression of Myntra's brand essence – Transforming your World!

The MOGO and MOGOSCAPE were developed by BrandMusiq, the country's first specialized 'sonic identity' company that introduced the concept of 'MOGO' or 'Musical Logo'. The MOGO for Myntra was developed with involvement from the management team at Myntra, apart from all the other key stakeholders of the brand. This new sonic identity and core brand asset was first launched at the recently held IIFA 2017 in New York.

Speaking on the occasion, Gunjan Soni, CMO - Myntra, said, "Music has the potential to touch our emotional side while visual creates strong imagery. Now both visual and sonic identity will help strengthen the bond and create an impression to last a lifetime. As a fashion advisor to our consumers, we share a deep connect with them and a sonic identity further elevates our relationship. This is the first time an e-commerce company has launched its MOGO and we are very excited."



Myntra's MOGO will soon be part of all core communications. It will not only be a part of TVC's and digital content, but also have an important role to play in platform assets, including critical customer touch points, such as caller tunes of delivery personnel, IVR among others.

Check out Myntra MOGO on Colors on 20th August, as a part of IIFA rocks, 4 pm onwards.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

Media Contacts:

Torque Communications: Richa Sheth | 9986241443 | richa@torquemail.com