


Reimagine Fashion: Myntra's Gen Z Strategy

Myntra, India's leading fashion destination, seeks to solidify its position as the go-to platform for Gen Z fashion enthusiasts. By integrating social media functionalities and user-generated content, Myntra aims to create an engaging and immersive shopping experience, driving customer growth and conversion.

 **by Jhanvi Jain**

PHOTOGRAPHER-SANJEEV KUMAR
MODEL-ALEGIA RAUT
DESIGNER-KARISHMA KHAN
MUA-PRASENJIT BISWAS
STYLING-AKSHITA SINGH

 **Made with Gamma**





The Problem: Lack of Engagement & Conversion

1 Low App Engagement

Gen Z shoppers lack compelling reasons to regularly interact with the Myntra app, leading to decreased app usage and purchase frequency.

2 Limited Social Interaction

The current shopping experience lacks social integration, limiting opportunities for user-generated content and community building.

3 Missed Conversion Opportunities

Myntra struggles to convert casual browsers into loyal customers, leading to a loss in potential revenue.



The Solution: Social Shopping & Engagement

Live Video Shopping

Immersive live streams showcasing fashion trends, product launches, and influencer collaborations will encourage real-time engagement and impulse purchases.

Virtual Wardrobe

Users can create personalized virtual wardrobes, share their style with friends, and receive feedback, fostering community and driving repeat app visits.

Personalized Notifications

Targeted notifications will alert users about new fashion launches, exclusive deals, and trending products, enhancing user engagement and driving purchasing decisions.

Feasibility & Implementation

Technology Integration

Myntra's existing tech stack can be leveraged, with enhancements for real-time video streaming, virtual wardrobe functionalities, and personalized notifications.

1

2

Partnership with Influencers

Collaborations with prominent Gen Z fashion influencers will drive user engagement and promote social sharing of Myntra content.

User Feedback & Iteration

Continuous user feedback and data analysis will guide the development and improvement of social shopping features, ensuring optimal user experience.

3

Technology Stack

Backend	Node.js, Java, Python
Database	MongoDB, MySQL
Frontend	React, Angular, Vue.js
Mobile App	React Native, Flutter
Cloud Services	AWS, Azure, Google Cloud

Benefits & Expected Impact

Increased Engagement

Interactive features like live video, virtual wardrobes, and personalized notifications will drive repeat app visits and increase user time spent on the platform.

Enhanced Customer Experience

A personalized and engaging shopping experience will foster brand loyalty, leading to increased customer satisfaction and retention.

Boosted Conversion Rates

Social shopping features will encourage impulse purchases and drive higher conversion rates, resulting in significant revenue growth for Myntra.