



Build for GenZ

You are a fashion savvy individual with a desire to be unique and stand out. How can we address your needs effectively and be your preferred fashion destination?

How can we transform retail growth for the GenZ audience through sustainable fast fashion leveraging data insights, AR technology, and collaborative supply chain solutions to enrich customer engagement and drive eco-friendly practices. Below are the few areas to explore for the Codeathon.

Trend-Identification: Utilize data analytics and market research to identify emerging fashion trends.

Trend-Demand forecasting: Using real-time data, forecasting fast fashion trends' demand on our platform, ensuring accurate predictions with shorter timeframes for production and procurement adjustments.

Trend-Centric Recommendations: Employ AI-driven recommendation systems that analyze current fashion trends, customer preferences, and purchase history to deliver tailored product suggestions, enhancing customer engagement and conversion rates in the fast fashion segment.

Trend Generation: Use of AI to generate designs and images for upcoming trends

Social Shopping Integration: Integrate social media functionalities and user-generated content, such as influencer collaborations, customer reviews, and shoppable posts, to create an interactive and immersive shopping experience that resonates with fast fashion enthusiasts, positioning Myntra as the go-to destination, driving customer growth and conversion.

Engagement on a shopping platform - Building engagement constructs on a platform which will drive a connect and virality among younger audiences in the country. It need not be linked to shopping but needs to be linked to fashion, which will drive users to keep visiting the app on a habitual basis.