

NYKAA.com

Your Beauty. Our Passion.

A case study
by *TEAM APPSQUAD*

ABOUT



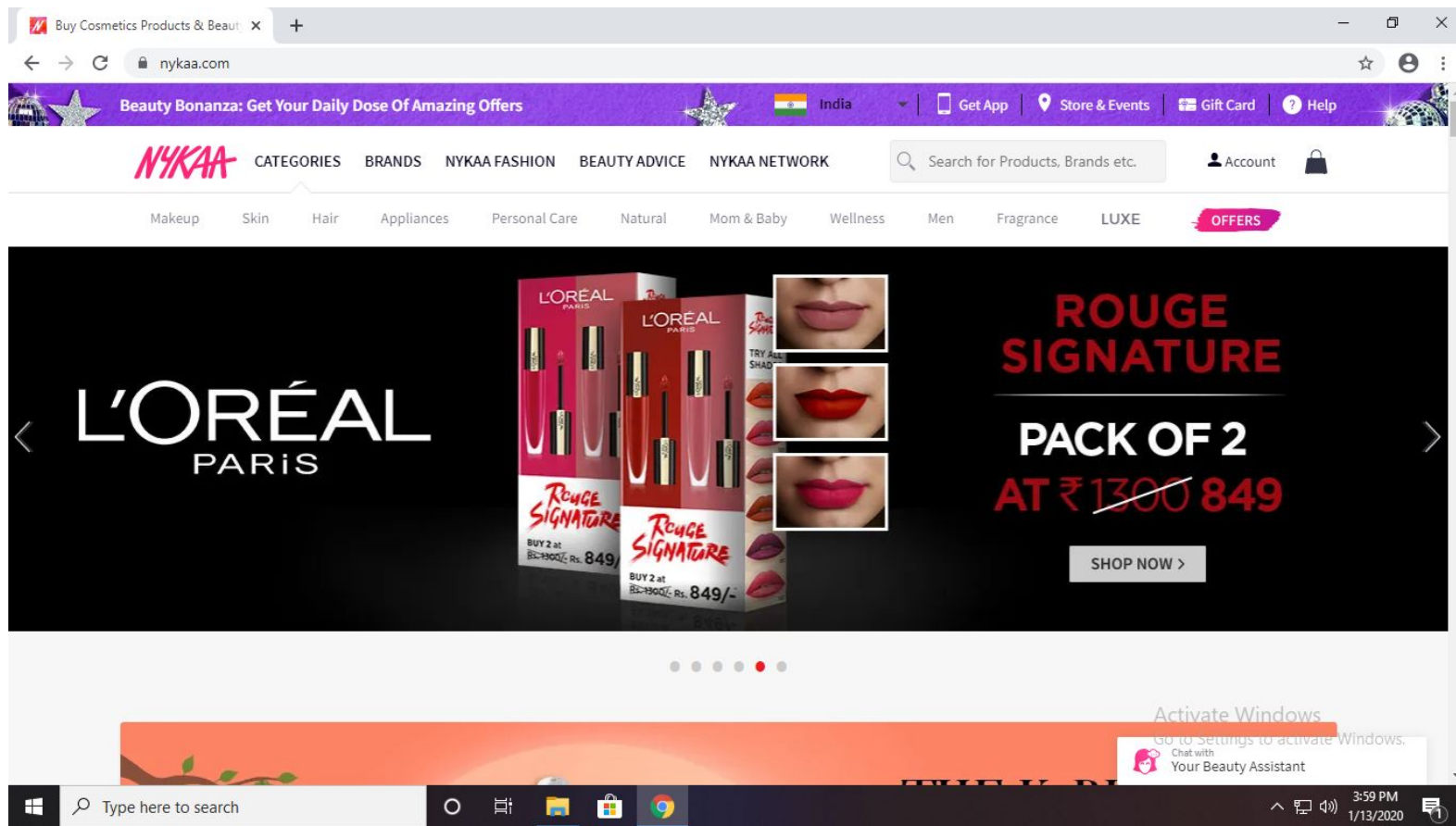
NYKAA is a Mumbai-based multi-brand beauty retailer selling cosmetics and wellness products.

Founded by Falguni Nayar, *NYKAA* began as an online retailer in April 2012 and opened its first physical retail store in November 2015.

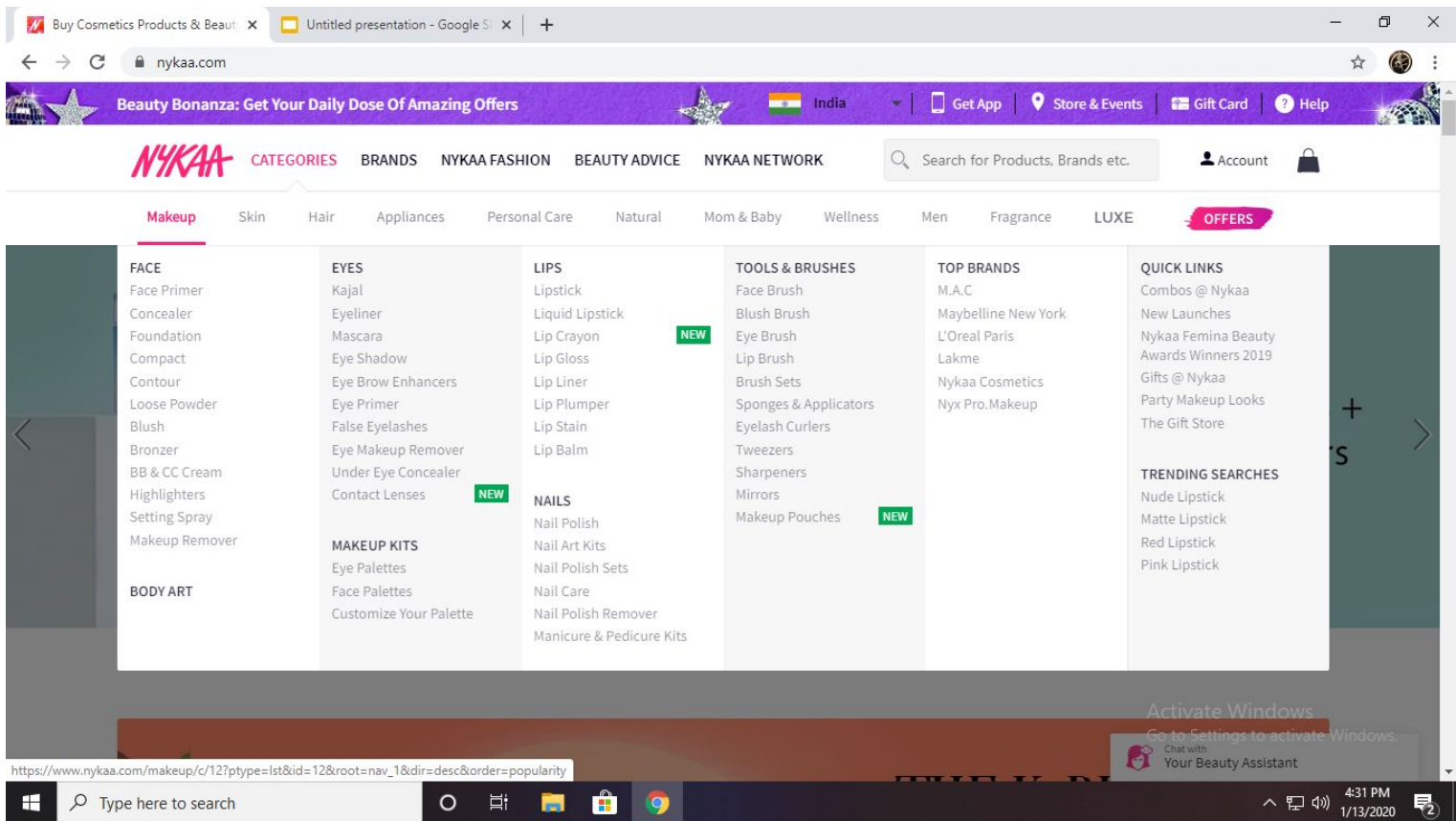
Generating the webpage

<http://www.nykaa.com>

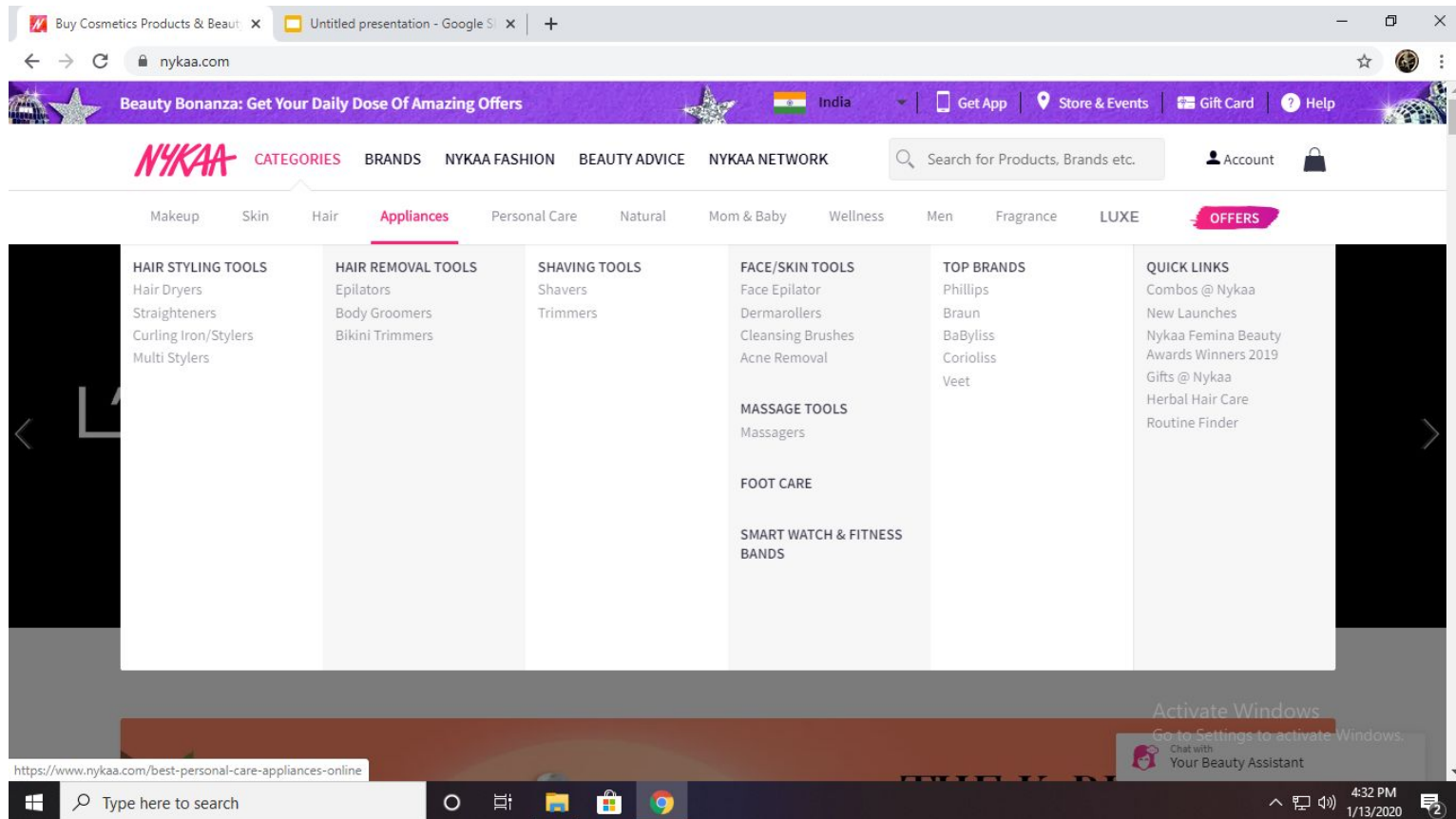
CASE STUDY | Home Page



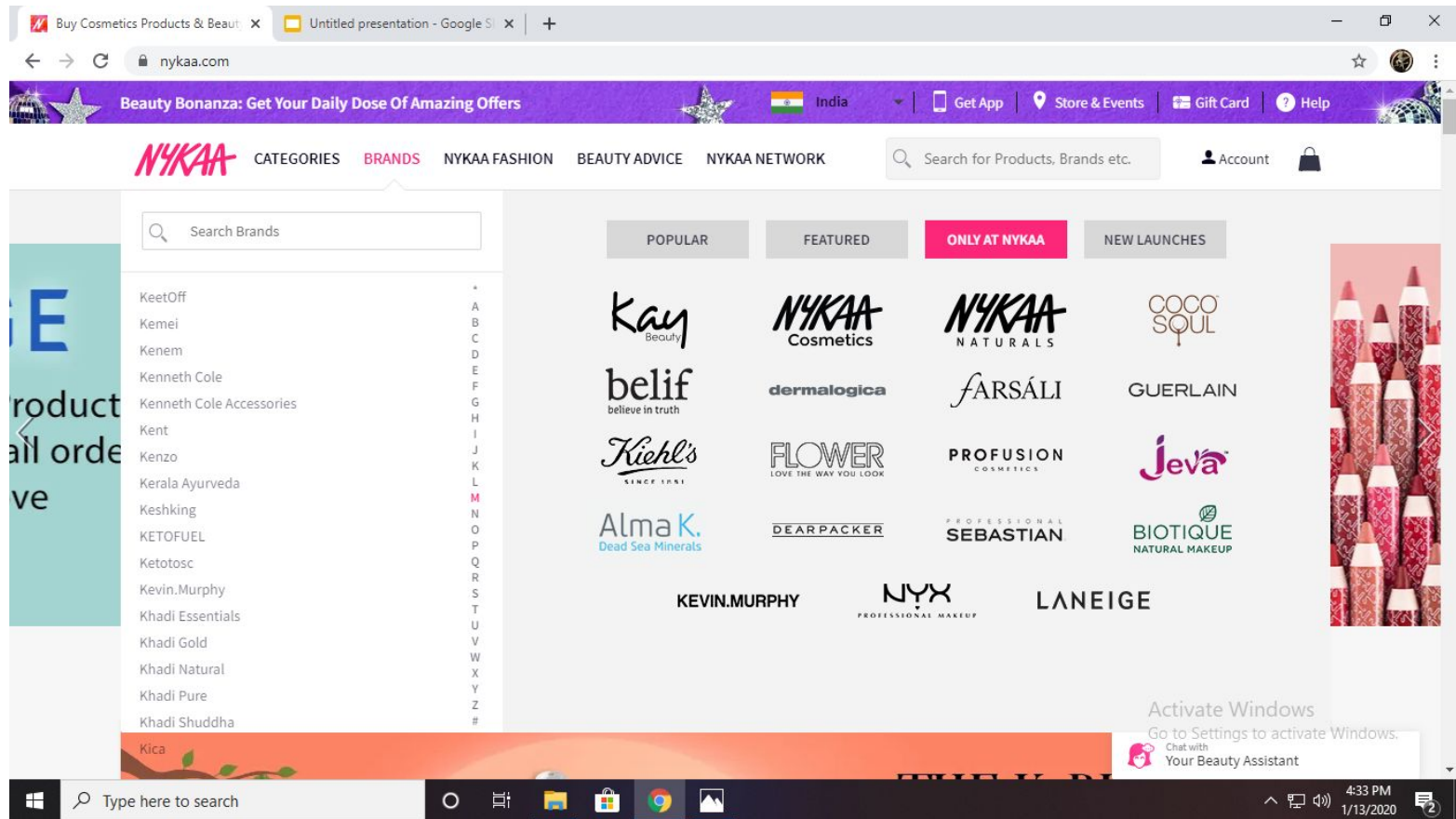
CASE STUDY | Categories : Makeup



CASE STUDY | Categories : Appliances



CASE STUDY | Brands



CASE STUDY | Product : Lipstick (M.A.C)

Buy Cosmetics Products & Beaut... | MAC Lipstick - Buy MAC Matte L... | Untitled presentation - Google S... | +

nykaa.com/m-a-c-matte-lipstick/p/90344?ptype=product&productId=90344&skuld=90344&categoryId=4236

Beauty Bonanza: Get Your Daily Dose Of Amazing Offers







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NYKAA CATEGORIES BRANDS NYKAA FASHION BEAUTY ADVICE NYKAA NETWORK

Search for Products, Brands etc. | Account |

Makeup | Skin | Hair | Appliances | Personal Care | Natural | Mom & Baby | Wellness | Men | Fragrance | LUXE | OFFERS

Home > Nykaa Luxe > Brand > M.A.C > Lips


     




M.A.C Matte Lipstick

★★★★★ 4.5 / 5 | 2040 Ratings & 1063 Reviews | 25 Q&As

MRP: ₹1650

Select Shade (28) 

All Shades (28)



ADD TO BAG

DELIVERY OPTIONS

Enter Pincode

ActiveCHECK Windows

Go to Settings to activate Windows.

Chat with Your Beauty Assistant

Resolving host...

Type here to search

4:35 PM 1/13/2020

CASE STUDY | Product : Dyson Airwrap Styler

Buy Cosmetics Products & Beauty x https://www.nykaa.com/hair-styl... x Buy Dyson Airwrap Styler Complete Set x Untitled presentation - Google Slides x +

nykaa.com/dyson-airwrap-styler-complete/p/456692?ptype=product&productId=456692&skuld=456692&categoryId=1411

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India Get App Store & Events Gift Card Help

NYKAA CATEGORIES BRANDS NYKAA FASHION BEAUTY ADVICE NYKAA NETWORK

Search for Products, Brands etc. Account

Makeup Skin Hair Appliances Personal Care Natural Mom & Baby Wellness Men Fragrance LUXE OFFERS

Home > Appliances > Hair Styling Tools > Curling Irons/Stylers



Dyson Airwrap Styler Complete Set

★★★★☆ 3.9 / 5 227 Ratings & 33 Reviews 1 Q&As

MRP: ₹44900 ₹40900 9% off

ADD TO BAG

DELIVERY OPTIONS

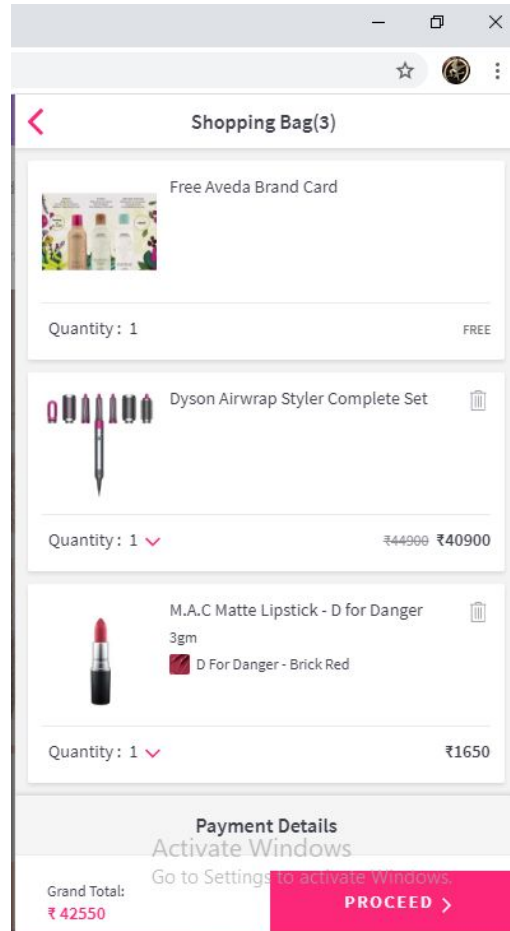
Enter Pincode CHECK

Activate Windows
Go to Settings to activate Windows.
Chat with Your Beauty Assistant

Type here to search

4:37 PM 1/13/2020

CASE STUDY | Cart



CASE STUDY | PAYMENT DETAILS

Payment Details

Bag Total

₹46550

Bag Discount

-₹4000

Sub Total

₹42550

Shipping Charge

i

Free

Grand Total

₹42550

Have A Coupon Code?

Earn 42550 Reward Points on this order

Net Savings
₹ 4000

Activate Windows

Go to Settings to activate Windows.

Grand Total:
₹ 42550

PROCEED >

THANK YOU!
