

TEAM:TECHSIRENS

GLOBAL FASHION COLLABORATION ON MYNTRA



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Team Name : TechSirens

Team Details: Khushboo Kumari : khushboo53903@gmail.com
Insha Naseem: insharham@gmail.com

Problem Statement: “Engagement on a shopping platform”

Current Challenges:



•Limited Design

Variety: Addressing the challenge of offering diverse, trendy, and unique clothing designs to cater to Myntra's Gen-Z customer base.



•**Engagement and Retention:** Enhancing user engagement and retention through compelling content and interactive experiences to foster habitual use of the Myntra platform.



•**Access to Global Talent:** Providing global designers a platform to showcase their creations and gain exposure in the competitive fashion industry, overcoming connectivity challenges.



•**Market Relevance and Freshness:**

Ensuring Myntra's competitiveness by continually introducing fashionable designs aligned with current trends, attracting and retaining a fashion-savvy audience.

Proposed Solution: Global Designer Collaboration



Designers Submitting Their Clothing Designs on the Myntra Portal



Design Selection by a Panel of Fashion Experts and Myntra Representatives



Designers / New Brands Receiving Offers to Sell Their Creations to Myntra



Result: Enhanced Platform Engagement with Trendy Outfits



Host Virtual Fashion Shows, Live Q&As, and Interactive Workshops to Boost Engagement



Myntra Acquiring Numerous New Designs Aligned with Gen-Z Trends

Feasibility Of Implementing the solution

1. Technological Infrastructure

- ★ **Platform Enhancement:** Upgrades to UI and backend systems for new features and functionalities.
- ★ **Data Management:** Advanced analytics tools for seamless customer experiences.

2. Resource Allocation Designers Onboarding

- ★ **Designers Onboarding:** Dedicated team for quality standards and guidelines.
- ★ **Marketing and Promotion:** Resources allocated for new collections and platform traffic.



3. Operational Considerations

- ★ **Supply Chain Integration:** Streamlining processes for efficient inventory and order management.
- ★ **Customer Support:** Enhanced customer support for new collections.

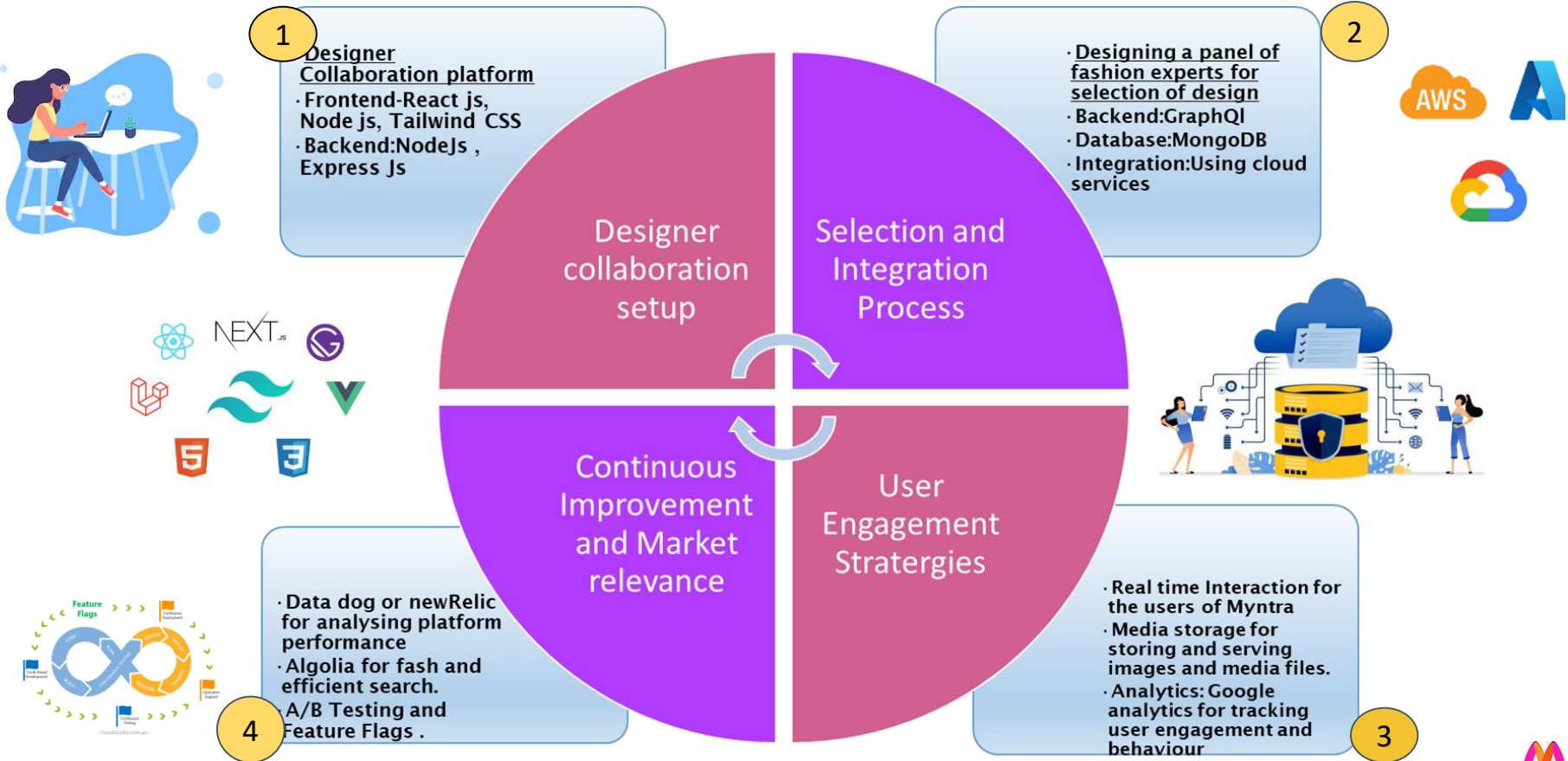
4. Financial Viability

- ★ **Initial Investment:** Initial investment justified by increased revenue potential.
- ★ **Expected Impact:** Expected higher sales and customer engagement for favorable returns.

5. Market Readiness

- ★ **Consumer Demand:** Growing interest in unique fashion items supports new designer introductions.
- ★ **Competitive Advantage:** Differentiates Myntra, enhancing leadership in fashion e-commerce.

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Benefits of Implementing Solutions:

