# TEAM:TECHSIRENS GLOBAL FASHION COLLABORATION ON



## Problem Statement: "Engagement on a shopping platform"

## **Current Challenges:**



#### Limited Design

<u>Variety</u>: 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



Result: Enhanced Platform Engagement with Trendy Outfits



Design Selection by a Panel of Fashion Experts and Myntra Representatives



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



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



Myntra Acquiring Numerous New Designs Aligned with Gen-Z Trends



## **Feasibility Of Implementing the solution**

#### 1. <u>Technological Infrastructure</u>

- ★ 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.



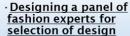
## **TechStacks**

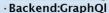


Designer Collaboration platform

- · Frontend-React js, Node js, Tailwind CSS
- · Backend: NodeJs, Express Js

Designer collaboration setup





- · Database: Mongo DB
- · Integration:Using cloud services















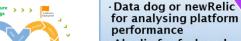
Continuous **Improvement** and Market relevance

User Engagement Stratergies

Selection and

Integration **Process** 





· Algolia for fash and efficient search.

A/B Testing and Feature Flags .



- · Media storage for storing and serving images and media files.
- · Analytics: Google analytics for tracking user engagement and behaviour



Myntra

# **Benefits of Implementing Solutions:**



- Myntra will offer emerging designers to showcase their creations.
- Provide a valuable platform for fresh talents.
- Fostering Innovation and creativity.

Engaging platform for Designers

# Enhanced Utility for Sellers

- Attracts broader Customer Base.
- Increased visibility and sales.
- Promotes diverse offerings and strengthen sellers community.



- Establishes partnership with new brands.
- Provide Customers with curated, cutting-edge design.
- It will position Myntra as fashion destination for Gen-Z and younger audience.

Strategic Tie-Ups with new brands





