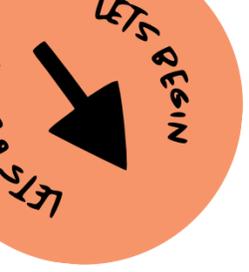


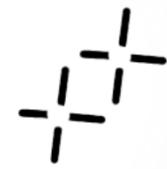
MYNTRA FWD X UNDER 25

Fashion fwd opinion leaders on Campus





Under 25 – Access



- 1000+ Campuses
- 110+ Cities
- 1.5 Million+ Student Network
- Managing over 10,000 students across ongoing KOL Programs
- Trusted by



- Snapchat, Zerodha, Unilever, mCaffeine, Tata Consumer, Teach for India, Viacom 18 and many more





The FWD Fashion Institute



- Under 25 builds a **6 month fashion program** with FWD that teaches students about the world of fashion, design and **opportunities** in the industry.
- **5000+ Fashionistas** Apply > 1000 are chosen to be a part of the **digital fashion program**.

Workshops | Internship Opportunities | One Day Gigs | Industry Interactions | Campaign Participation | Offline Engagements | Networking | Exclusive

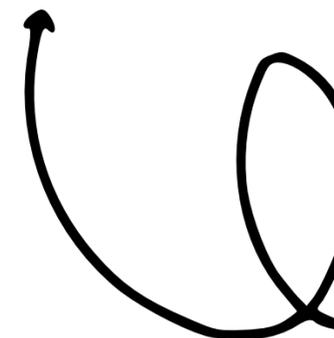
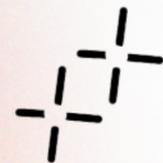




Fashion Edutainment

A curriculum that readies you for the world of fashion, while having a ball

- Content Creation
- Fashion Tips
- Fashion Influencer 1:1s
- FWD FitChecks
- Weekly Missions
- Fashion Walk



The Program ends with a FWD Fashion Day put together by students from campuses around the country.





Under 25 Deliverables Monthly

- 500 Reels by Students
- 2 Workshops
- 4 Offline / Online Meetups
- 4 Student Missions (Tasks)
- 8 Opportunity Unlocks
- 1 Mega Unlock for Top Performer

The detailed Campus Program structure will follow, based on brand's principle alignment on the above deliverables monthly





Case Study: Snapchat Snapchat Opinion Leader '23 *off*

- **AR Lenses:** 10910+ Lenses
- All Time View Count: **41B+ Views**
- All Time Subscriber Count: **420,000+**
- **50 Workshops & 2160+ Attendees**
- **1116** Spotlight Videos
- **39** Active College Communities
- **15** Inactive College Communities

- **1,172** Stories
- **81,816** Views
- **4,005** Community Members
- Myntra FWD x Under 25
- **3000** Students
- **700+** Campuses
- **265+** Cities





MYNTRA FWD X UNDER 25

Fashion fwd opinion leaders on Campus

