



## FSN E-Commerce Ventures Limited

(formerly 'FSN E-Commerce Ventures Private Limited')

August 09, 2022

**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra – Kurla Complex,  
Bandra (E), Mumbai – 400 051

**BSE Limited**  
Corporate Relationship Department,  
2<sup>nd</sup> Floor, New Trading Wing,  
Rotunda Building, P.J. Towers,  
Dalal Street, Mumbai – 400 001

**Symbol: NYKAA**

**Scrip Code: 543384**

ISIN: INE388Y01029

Dear Sirs,

**Sub: Press Release**

Please find enclosed the Press Release titled as follows:

*NYKAA FASHION LAUNCHES TWIG & TWINE- A finely curated  
home-décor brand to infuse warmth and personality into your  
favourite personal spaces*

The above is for your information and records.

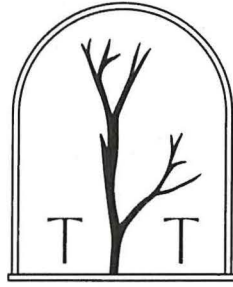
Thanking You.

Yours faithfully,

**For FSN E-Commerce Ventures Limited**  
(formerly 'FSN E-Commerce Ventures Private Limited')

**Rajendra Punde**  
Head – Legal, Company Secretary & Compliance Officer  
Mem. No.: A9785





# Twig & Twine

## NYKAA FASHION LAUNCHES TWIG & TWINE- A finely curated home-décor brand to infuse warmth and personality into your favourite personal spaces

**August 2022:** A home that whispers comfort, a wine glass brimming with luxury, a bedsheet that lulls you into sweet sleep- it is these thoughtfully chosen little elements that make our homes an emotional experience while being an outward reflection of our personality. **Nykaa Fashion**, since last year, has been dedicated to offering consumers a wide curation of brands to elevate spaces in their homes. The leading multi-brand fashion e-commerce platform now launches **Twig & Twine**, a home brand that aims to offer twofold options to let your home tell your unique story.

The journey of building a home piece by piece and having to work through a hunt can be both fun and overwhelming. To help you with this process, **Twig & Twine** brings you collections seasoned with elegance, story, and style through which you can explore the realms of whimsical, minimalistic, yet trend-forward and value-conscious designs. The international look and feel of the offerings- infused with a hint of humour, expertise, and 'realness', in earthy colours, mirrors, metallic textures, and prints- will turn your home into a storyteller beyond par.

Adwaita Nayar, Founder, and CEO of Nykaa Fashion said, *"Nykaa Fashion is committed to enhancing the meaning of comfort and style for our consumers right from how they dress themselves to their homes. Home is a very special category that we started last year and the interest and engagement from our consumers have encouraged us to launch Twig&Twine, our very own brand. T&T is an effort to bring curatorial expertise that reflects and acknowledges the personality of our shoppers, and we can't wait for them to add our pieces to their homes."*

Here is a list of categories to explore from Twig & Twine as you get ready to give your home a warm uplift:

- **Living it up:** The things that have a story of their own, are those that should be treasured in your living room. **Tabletop accents, candle holders, artificial flora, cushion covers, portable wine racks**, and more to elevate your home needs.
- **Kitchen Confidential:** If you can't go out, bring the cafe into your kitchen with the dinnerware, drinkware, serve ware, and other essentials from Twig & Twine which offers a **range of bowls, mugs, teacups, platters** that will make you feel like you are dining in an aesthetic set up with your loved ones. If you enjoy being the shining host of the gatherings then pack your best game to the table with our selection of serving boards, ice buckets, dinner platters, bar tool sets, and more.
- **Can you feel the cuddles, snuggles, and giggles?:** Let your bedroom ensconce you in the coziest hugs with Twig & Twine collections of **cotton tufted bed covers, aesthetic enhancing wall mirrors, cushions, and throws** that will make you want to stay in all day.

With a range starting at INR 399, Twig & Twine offers a wide and well-priced curation of products that will promise you warmth and memories in your home for a lifetime.



If Rome was not built in a day, how will your home be? So get shopping from the Twig & Twine home options, only at [www.nykaafashion.com](http://www.nykaafashion.com)

**About Nykaa Fashion:**

Nykaa Fashion is the multi-brand e-commerce fashion offering from Nykaa, built on the pillars of premium curation and content, inspiring Indian customers to make the best choices for themselves. Nykaa Fashion is one of the fastest-growing fashion platforms in India and as of 2022, it houses **1600+ brands** and **3.1 million SKUs** across Women, Men, Kids, Luxe, and Home categories to appeal to every consumer. The Nykaa Fashion website and app is focused on being 'discovery-led' and 'high on style' giving a chance to browse through the latest trends and collections, along with engaging content. It offers a large assortment of brands that include Indian and western wear, footwear, bags, jewellery, accessories, lingerie, athleisure, sleepwear, home décor, bath, bed, kitchen, and more. Nykaa Fashion has built a strong portfolio of nine more consumer brands - *Nykd by Nykaa, Gajra Gang, Pipa Bella, Twenty Dresses, Likha, RSVP, KICA, IYKYK, and Gloom* along with Twig & Twine.

