



FSN E-Commerce Ventures Limited

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

October 10, 2022

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

BSE Limited
Corporate Relationship Department,
2nd 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 BRINGS REVOLVE TO INDIA
*In a first-of-its-kind collaboration, Nykaa Fashion partners with REVOLVE, the world-renowned
celebrity-approved fashion e-tailer*

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

Encl: a/a

NYKAA FASHION BRINGS REVOLVE TO INDIA

In a first-of-its-kind collaboration, Nykaa Fashion partners with REVOLVE, the world-renowned celebrity-approved fashion e-tailer

October 10, 2022: With its vision to revolutionize the fashion landscape and level up the consumer shopping experience in India, **Nykaa Fashion** continuously curates brands and trends that help you stay ahead of the curve. In a game-changing and unique partnership with **REVOLVE**, the multi-brand shopping platforms come together to offer you access to a whole new range of the hottest fashion labels from across the world. With the launch of the California-based, next-generation fashion retailer REVOLVE on its own platform, Nykaa Fashion opens doors to a seamless international shopping experience in India.

A rage amongst millennials and Gen-Z consumers internationally, REVOLVE has rightfully earned its place as one of the most relevant fashion destinations online. The platform's assortment of premium apparel, footwear, and accessories, and beauty styles from emerging, established, and privately-owned brands have cultivated an engaged community of millions of consumers. It also continuously grows its global network through top influencers and celebrities such as **Kendall Jenner, Olivia Culpo, Chiara Ferragni, and Camila Coelho** among many others.

With this, Nykaa Fashion brings curations spanning **26,000+ options** and **over 400 brands** across apparel, footwear, and accessories, straight from the global powerhouse of REVOLVE to its own online platform. Nykaa Fashion's customers can now shop the latest styles from the fashion retailer with **no KYC (know your customer), customs or hidden costs, hassle-free international shipping, easy delivery, and returns on global brands.**

Speaking on the launch, Adwaita Nayar, Co-Founder of Nykaa, and CEO Nykaa Fashion says, *"In line with our curatorial prowess, we are thrilled to onboard an international partner like REVOLVE that brings its stellar portfolio of brands to our platform. REVOLVE's approach to fashion is an ideal match with our own—bringing to the Indian customer fashion-forward styles, celebrity-loved offerings with sustainable goals, and an unwavering commitment to diversity and inclusion."*

Kai Li, VP of International at REVOLVE, believes in the synergistic fit between the companies, *"Revolve prides itself on being a premium curator of American and international fashion, and we're delighted to partner with Nykaa Fashion, a distinct shopping destination. This relationship is a natural fit that aligns with our brand principles of being a destination for discovery and inspiration that delivers an engaging and elevated customer experience. We're excited to bring our wide catalogue of global styles to the Indian market."*

Nykaa Fashion's partnership with REVOLVE stands on the key pillars of style and innovation to forge an emotional connection with customers and sustain their loyalty. As part of its newly-launched **Global Store**, introducing a no-KYC (know your customer), the hassle-free shopping experience is a milestone in Nykaa Fashion's journey to become India's top online fashion and lifestyle destination.

Come join the #RevolveRevolution at [Nykaa Fashion](#) and discover more on our [app](#) and [website](#).

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About Revolve Group, Inc.

REVOLVE Group, Inc. (RVLV) is the next-generation fashion retailer for Millennial and Generation Z consumers. As a trusted premium lifestyle brand and a go-to online source for discovery and inspiration, REVOLVE delivers an engaging customer experience from a vast, yet curated, offering of apparel, footwear, accessories, home and beauty products. REVOLVE'S dynamic platform connects a deeply engaged community of millions of consumers, thousands of global fashion influencers, and more than 1,000 emerging, established and owned brands.

REVOLVE was founded in 2003 by co-CEOs, Michael Mente and Mike Karanikolas. REVOLVE sells merchandise through two complementary segments, REVOLVE and FWRD, that leverage one platform. REVOLVE offers an assortment of premium apparel, footwear, accessories and beauty products from emerging, established and owned brands. FWRD offers an assortment of curated and elevated iconic and emerging luxury brands. For more information, visit www.revolve.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 over 1600 brands and over 5.1 million SKUs across Women, Men, Kids, Luxe, and Home categories to appeal to every consumer. The Nykaa Fashion website and the app are 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 in-house labels - Nykd, Gajra Gang, Pipa Bella, Twenty Dresses, Likha, RSVP, Kica Activewear, Twig & Twine, Gloom, and IYKYK.