

## Flipkart Launches 'Fashion Spotlight' for Emerging D2C Brands

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Flipkart has unveiled 'Fashion Spotlight,' a strategic initiative designed to accelerate the growth of emerging Direct-to-Consumer (D2C) fashion brands, particularly those from Tier 2 and Tier 3 cities. This program aims to provide curated discovery, product feedback, and visibility to early-stage entrepreneurs, facilitating their expansion in India's burgeoning fashion ecosystem.

### Scaling Ambitions

The program is set to scale rapidly, with plans to onboard approximately 500 brands by the end of the year. This expansion is part of Flipkart's broader strategy to democratize access to the e-commerce platform, enabling a diverse range of brands to reach a wider audience.

### Impact on Emerging Brands

Several D2C fashion brands have already experienced significant growth on Flipkart's marketplace. For instance, Rare Rabbit has seen a 500% year-over-year increase, Miraggio has grown by over 2300%, and Zouk has recorded a 200% growth in the past year. These success stories underscore the potential of the 'Fashion Spotlight' program to propel emerging brands into the mainstream fashion market.

### Strategic Timing

The launch of 'Fashion Spotlight' coincides with the upcoming festive season, a peak period for fashion demand in India. With over 100 D2C fashion brands already active on Flipkart, the platform is poised to offer a curated, trend-led selection to millions of shoppers nationwide.

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