

Myntra GlamStream Fest 2025: A Bold Leap into India's Fashion

Published on 06 Nov 2025 | By IFI Correspondent



Myntra has announced the launch of its debut live event—the GlamStream Fest 2025—scheduled for **16 November 2025** at the MMRDA Grounds in Bengaluru.

It marks a bold step: not simply a shopping festival but a full-blown cultural experience where fashion, beauty and music converge.

According to Myntra's statement, this festival is “the next step in our journey of building India's most vibrant fashion and beauty ecosystem”.

What to Expect: Style, Music & Experience

The fest promises an immersive vibe. It will bring together top brands, creators, celebrities and artists — all converging into one space.

In particular:

- Live performance by Himesh Reshammiya will headline the event, ensuring a high-energy musical component.
- Curated brand activations: new launches, handpicked collections from cult-favourite brands, compelling offers and gifts will be available.
- The event drives home the message that fashion and beauty are more than products—they are moments of self-expression, identity and culture.
- Food, fun and pop-culture elements also play a part: “fun, fashion, music and food” is how Myntra describes the promise.

Roots & Evolution: From Creator Fest to Cultural Festival

Myntra points out that GlamStream Fest evolves from its earlier “Creator Fest” concept. The shift is notable:

- The initial creator-led celebrations focused more on digital content and influencer-driven commerce.
- With GlamStream, Myntra moves into a physical-world experiential domain — combining offline & online, creator economy & live event.

- This reflects larger trends: shopping platforms wanting to deepen engagement, move beyond transactions and build communities around lifestyle, culture and self-expression.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.