

Myntra's Culture-Led Sneaker Push: Comet's Marketplace Arrival

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Myntra, one of India's leading fashion, lifestyle and sneaker destinations, has officially added **Comet** — a culture-led homegrown sneaker brand — to its marketplace, marking a major milestone in Comet's retail expansion. The brand's debut on Myntra includes a **curated range of more than 40 styles**, spanning popular designs such as the X Lows, Aeon V2 and Alter models.

This launch makes Comet's collection accessible to millions of Myntra's active monthly users, providing broad-reach visibility at a time when sneaker culture is rapidly growing among Indian Gen Z and millennial shoppers.

Experiential Launch Campaign Amplifies Buzz

To celebrate Comet's arrival, Myntra rolled out an **immersive outdoor installation** in Bandra, Mumbai, featuring a dramatic crater-style visual symbolising the brand's "landing" in the city — a creative activation designed to drive curiosity and social media conversation.

Instead of a conventional launch strategy, the on-ground activation aimed to translate the brand's energetic and culture-first positioning into a real-world spectacle, blending physical engagement with Myntra's digital discovery tools.

What Comet Brings to the Table

Comet, which was founded as a direct-to-consumer sneaker label, focuses on **bold silhouettes, vibrant colourways and limited-edition drops** that tap into a youthful and expressive fashion ethos. The brand has previously carved a niche for itself in India's evolving sneaker and streetwear scene by emphasising design flair and cultural storytelling in its product lineup.

By onboarding Comet, Myntra strengthens its portfolio of trend-forward and culturally relevant brands — a move that aligns with its strategy to cater to the tastes of fashion-conscious consumers and expand footwear offerings beyond traditional sportswear labels.

Future Growth and Market Position

Industry observers say that platform partnerships like this offer emerging brands a chance to scale quickly within a larger customer base while benefiting from Myntra's discovery tools, marketing support and logistics infrastructure. For Comet, the e-commerce entry could accelerate its visibility and sales momentum in a competitive sneaker market increasingly driven by local labels and youth-centric trends.

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