

# FLX LyfeStyle™ by FashionLuvy – A Unified Fashion Ecosystem for Every Lifestyle



**Noida, India - December 25, 2025** – FashionLuvy today announced the official launch of **FLX LyfeStyle™**, its flagship umbrella brand that brings together a diverse portfolio of fashion labels under one roof. Designed to make fashion simple, fast, and fun for men, women, and kids, FLX LyfeStyle unites signature sub-brands and services to deliver clothing and accessories for every mood, occasion, and lifestyle.

## **A Family of Fashion Brands**

FLX LyfeStyle is more than a brand - it's a collective of fashion experiences, each with its own identity yet aligned to FashionLuvy's vision of accessibility and innovation.

- **InstaBloom™ – Where Beauty Meets Bold**

Your go-to for glam, glow, and gorgeous. From lipsticks and eyeliners to full makeup kits, InstaBloom™ curates iconic picks from Lakme, Maybelline, and MAC, empowering bold, expressive looks.

- **InstaGleam™ – Every Product Tells Its Story**

A visual-first showcase where every outfit shines with its own narrative.

InstaGleam™ helps shoppers connect emotionally with fashion through video-led product storytelling.

- **LaceLee™ – Confidence Inside and Out**

A women's innerwear brand that blends comfort, elegance, and empowerment. From breathable cotton essentials to luxurious lace, LaceLee™ ensures women feel stylish and supported every day.

- **KidZuno™ – Clothing Childhood with Care**

Fashion designed to celebrate milestones and imagination. KidZuno™ offers playful, comfortable, and stylish kids wear that reflects personality and confidence.

- **LanisterLondon™ – Premium Menswear**

A luxury menswear label crafted for the modern gentleman. LanisterLondon™ delivers timeless elegance and precision tailoring for formal occasions.

- **NOYR™ – Dark Luxury Lives**

A bold streetwear brand for today's youth. NOYR™ blends edgy designs, modern fits, and everyday comfort, empowering self-expression and fearless style.

### **Innovation Through FLX AI™**

At the heart of FLX LyfeStyle is **FLX AI™**, FashionLuvy's innovation hub. Leveraging artificial intelligence, FLX AI™ enhances product discovery with resilient search pipelines, error-proof workflows, and personalized recommendations. For shoppers, this means smarter choices, greater convenience, and fashion that feels tailor-made.

### **Why FLX LyfeStyle Matters**

FLX LyfeStyle redefines fashion accessibility by:

- Offering curated collections across categories and demographics.
- Bridging the gap between manufacturers, vendors, and customers.
- Supporting both B2C shoppers and B2B buyers with transparent logistics.
- Delivering direct-from-manufacturer pricing, secure payments, and real-time tracking.

Together, these elements create a seamless ecosystem where fashion is not just purchased - it's experienced.

### **About FashionLuvy**

**FashionLuvy is an independent Indian multi-vendor fashion marketplace offering curated collections for men, women, and kids.** With innovative features like **InstaTrial™ (try at home while delivery)**, **InstaReturn™**, **InstaDelivery™**, and **InstaGleam™ video showcases**, FashionLuvy delivers a risk-free, confidence-driven shopping experience.

Under the **FLX LyfeStyle** umbrella, sub-brands such as **Lanister London** (premium menswear), **LaceLee** (women's innerwear), **KidZuno** (kid swear), and **NOYR** (streetwear) bring diverse styles to every lifestyle segment. Together, FashionLuvy and FLX LyfeStyle redefine fashion accessibility, combining affordability, innovation, and trust for modern Indian shoppers.

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