

FashionLuvy Elevates Online Fashion Shopping with InstaTrial™ and Signature Innovations

New marketplace launches with InstaDelivery™, InstaReturn™, FLX AI™, InstaGleam™, and FLX LifeStyle™ sub-brands KidZuno™, Lanister London™, InstaBloom™, LaceLee™, and NOYR™.



Noida, India - December 25, 2025 - FashionLuvy, a newly launched e-commerce marketplace in India, is redefining online fashion shopping with its innovative trademark services including **InstaTrial™**, **InstaDelivery™**, **InstaReturn™**, **FLX AI™**, and **InstaGleam™**. Alongside these customer-centric features, FashionLuvy has introduced new signature brands such as **KidZuno™**, **Lanister London™**, **InstaBloom™**, **LaceLee™**, and **NOYR™**, developed under the **FLX LifeStyle™** umbrella, further expanding its diverse fashion ecosystem.

A Fresh Approach to Online Fashion

FashionLuvy offers a wide range of products across categories - from men's and women's clothing to watches, shoes, jewellery, lingerie, and makeup. Its women's wear collection spans ethnic and western styles, lehengas, khadi wear, and denim, while men's wear includes shirts, pants, jackets, and both formal and casual ensembles. Accessories such as premium watches, comfortable footwear, and glittering jewellery complete the marketplace's curated offerings.

Trademark Services That Empower Shoppers

Early adopters have already benefited from FashionLuvy's unique services designed to make shopping risk-free and engaging:

- **InstaTrial™**: Try at home while delivery. Return instantly if it doesn't fit or feel right.
- **InstaDelivery™**: Same-day and next-day delivery for last-minute fashion needs.
- **InstaReturn™**: Flexibility to return instantly after InstaTrial™.
- **InstaGleam™**: Video-led product showcases for detailed insights before purchase.
- **InstaBloom™**: A complete range of beauty and cosmetic products under one roof.

- **LaceLee™**: FashionLuvy's new innerwear brand for women, blending comfort with elegance.
- **NOYR™**: A modern, stylish brand crafted for men, women, and kids.
- **KidZuno™**: Playful, stylish, and comfortable fashion crafted for kids to shine every day.

Bridging the Gap Between Vendors and Shoppers

FashionLuvy strives to redefine fashion by connecting manufacturers, vendors, and customers through a seamless platform that supports both **B2B and B2C transactions**. The marketplace empowers businesses and buyers alike by:

- Offering multi-vendor storefronts and inclusive sizing.
- Providing curated collections and transparent logistics.
- Ensuring direct-from-manufacturer pricing.
- Enabling secure payments, automated shipping, and real-time order tracking.

This approach positions FashionLuvy as a trusted partner for both retail customers and bulk buyers sourcing inventory.

A Growing Marketplace

With its trademark services and expanding brand portfolio, FashionLuvy is laying the foundation to become one of India's most demanded e-commerce fashion destinations. The company is currently inviting collaborations from reputed brands to showcase their products on its platform and benefit from its innovative services.

FLX AI™ is FashionLuvy's innovation hub - a system that leverages artificial intelligence to Enhance Search. Smarter product discovery through resilient RAG pipelines and error-proof workflows. Personalize Experiences: Tailored recommendations that resonate with each shopper's unique taste. With **FLX AI™**, fashion isn't just about clothes - it's about giving you confidence, convenience, and choices that feel made for you.

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** (kidswear), 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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