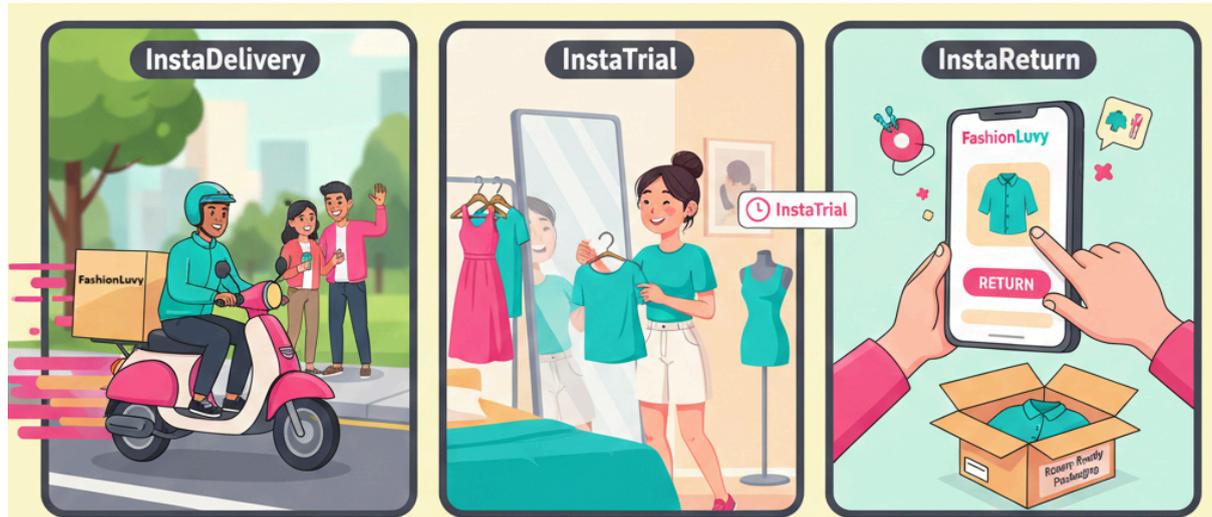


InstaReturn™ by FashionLuvy – Try It. Love It. Or InstaReturn It.

Hassle-Free Fashion Returns with InstaReturn



Noida, India – December 25, 2025 - FashionLuvy today announced the launch of **InstaReturn™**, a seamless and risk-free fashion return solution designed to give shoppers complete peace of mind. Shopping for fashion online should feel exciting, not stressful. With InstaReturn™, customers enjoy flexible, stress-free returns that put them fully in control.

What Is InstaReturn™?

InstaReturn™ is FashionLuvy's fast-track return feature that allows customers to return eligible products effortlessly - without long forms, hidden clauses, or complicated approvals. With just a few taps, returns are initiated and processed smoothly.

InstaReturn™ is ideal for:

- First-time online fashion buyers seeking assurance
- Festive shoppers exploring bold outfit choices
- Gifting customers who need added flexibility
- Style explorers who love to experiment

Because fashion should feel liberating - not final.

Why InstaReturn™ Matters

Online fashion shopping often comes with uncertainty: *Will the size fit? Will the color match my style? Will it complement my accessories?*

InstaReturn™ removes this pressure entirely. Shoppers are free to try, feel, and decide - without the fear of being stuck with something that doesn't work. This makes shopping more confident, comfortable, and enjoyable.

How InstaReturn™ Works

1. Choose InstaReturn™ eligible products while shopping on FashionLuvy.
2. Receive your order in return-ready packaging.
3. Try the outfit - check the fit, comfort, and overall look.
4. Initiate the return via the FashionLuvy app or dashboard.
5. **Return the product instantly after the 10-minute InstaTrial™ window.**

Fashion - completely on your terms.

Building Trust with FashionLuvy Shoppers

At FashionLuvy, trust is the new currency. InstaReturn™ is our promise that shoppers are always supported. This feature is especially valuable for:

- Ethnic wear and fitted silhouettes where precision matters
- Occasion outfits that must match the moment perfectly
- Multi-vendor orders where sizing standards may vary

With InstaReturn™, shoppers are never locked in - they stay fully in control.

Empowering Vendors with Smart Returns

InstaReturn™ isn't just shopper-first — it's vendor-smart.

Benefits for sellers include:

- Reduced customer support friction
- Higher brand trust through transparent return policies
- Actionable insights from return feedback
- Improved long-term customer loyalty

FashionLuvy supports vendors with:

- Return-ready packaging guidelines
- Product eligibility filters and dashboards
- Automated notifications and resolution tools

A seamless ecosystem where everyone wins.

Expanding InstaReturn™ Access

InstaReturn™ is being rolled out across metro cities and high-trust delivery zones, with upcoming expansion into Tier-2 and Tier-3 cities. Soon, customers will be able to filter products using "InstaReturn Available" and enjoy unmatched flexibility across India.

The Future of Flexible Fashion Shopping

InstaReturn™ is more than a return feature - it's a philosophy. It's about making fashion feel safe, personal, and empowering. Because every shopper deserves the freedom to choose - and the freedom to change their mind.

Try it. Love it. Or InstaReturn™ it. Explore FashionLuvy's InstaReturn™ collection and shop with confidence, clarity, and peace of mind.

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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