

InstaTrial™ by FashionLuvy - India's First Doorstep Fashion Trial Experience

No size confusion. No fabric doubts. No return hassles.



Noida, India - December 25, 2025 - FashionLuvy today announced the launch of **InstaTrial™ - Try at Home While Delivery**, a revolutionary service that brings the trial room to your doorstep. Designed for modern Indian shoppers, InstaTrial eliminates the uncertainty of online fashion shopping by allowing customers to try selected products instantly at delivery, with the option to return on the spot.

What Is InstaTrial™?

InstaTrial™ is FashionLuvy's doorstep trial experience. Customers can:

- Try eligible fashion products immediately upon delivery (10-minute trial window).
- Keep items that fit and feel right.
- Instantly return items using **InstaReturn™**, with refunds initiated immediately.

Currently available on select products and pin codes, InstaTrial is being rolled out across metro cities, with expansion planned into Tier-2 and Tier-3 regions.

Why InstaTrial Matters

Online fashion shopping often leaves buyers asking: *Will the size fit? Will the fabric feel premium? Will it look like the photos?*

InstaTrial™ removes these doubts by letting shoppers:

- Feel the fabric quality
- Check fit and comfort
- See the outfit in real life
- Decide with confidence, on the spot

It's online shopping with offline assurance.

Benefits for Shoppers & Vendors

For Shoppers:

- Risk-free shopping experience
- Instant returns, no paperwork
- Confidence and control at delivery

For Vendors:

- Reduced return rates
- Higher customer satisfaction
- Increased repeat purchases
- Stronger brand trust

Expansion Roadmap

InstaTrial™ is being introduced in phases, starting with metro cities and high-trust delivery zones. Soon, shoppers will be able to filter products with an “InstaTrial Available” tag and request trial-enabled delivery for special occasions.

Quote

“With InstaTrial, we’re giving shoppers the confidence of offline shopping with the convenience of online. It’s the future of risk-free fashion,” said **Roopali Krishna, Founder of FashionLuvy.**

The Future of Fashion Shopping

InstaTrial™ blends convenience, confidence, and personalization, ensuring every shopper enjoys the freedom to try, feel, and choose without compromise.

Ready to try before you commit? Explore FashionLuvy's InstaTrial™ collection today.

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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