

Urvashi Rautela launches fbb standalone store in Hatibagan, Kolkata

Spread across 25000sq.ft., the store is the 13th standalone fbb store in Eastern India

Kolkata, March 17th, 2018: fbb – India’s most preferred fashion destination – launched one of its largest iconic store in Kolkata. Popular Bollywood actress Urvashi Rautela launched the store at Hatibagan today. Located in North Kolkata, the store is spread out across four massive floors over a sprawling 25,000 sqft space. This giant fashion space houses a large assortment of fashion brands under a single roof. This multistoried fashion destination lends fashion goers in Kolkata a fresh impetus through its latest selection of leading fashion brands.

The presence of actress Urvashi Rautela added a glamour quotient to the store launch of the new fbb store. While the crowd got super excited with her presence, Urvashi was overwhelmed with the response of the audience. Several fans also got a chance to interact with her and take pictures.

“Fashion, over the years, has taken greater prominence among the youth today, who view fashion as another way of expressing themselves. fbb being among the forerunners of fashion retail in India is excited to make a larger presence in the emerging India,” said **Mr. Kishore Biyani, Group CEO – Future Group.**

“The Kolkata spirit has not only been receptive to evolving fashion trends, it has also embraced the new even while it has retained its signature cultural identity. We are excited to launch our 13th standalone store in Eastern India today and look forward to bringing the best of fashion to our customers.” said **Mr. Manish Agarwal, CEO – East Zone, Big Bazaar.**

The new fbb store is one of the largest fbb stores in Kolkata and spread across 25,000sq.ft. Located in Hatibagan, the ground floor houses ladies ethnic while the first floor has ladies western wear. The second floor has kid’s wear and men’s wear is spread across the third & fourth floor.



About fbb

Fbb has been the face of affordable fashion destinations in India since 2008. With a mission to make India 'Thoda Aur Stylish', its philosophy reinstates the fact that it doesn't cost much to be stylish with fbb. It believes in aspirational value fashion. From business meeting to casual resort wear, from versatile ethnics to comfortable home wear, fbb creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, fbb has something in store for everyone. fbb targets a youthful audience in India that wishes to stay synonymous with current trends. The brand has 288 stores including 54 stand alone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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