



Shop LIVE off the ramp at fbb's 'Watch Now Buy Now', India's first ever online fashion event

Malaika Arora Khan and Kartik Aaryan will be the showstoppers for the event

National, 29th March 2018: Fashionistas now have another reason to celebrate! fbb, the fashion destination of Future Group, is launching India's first ever **Watch Now Buy Now** fashion event on 6th April, 2018. This is a first of its kind event where shoppers can watch the models walk the ramp in the fbb 2018 summer collection and shop immediately at the same time.

Adding glamour to the event, the fashion show will be graced by the mesmerising Malaika Arora Khan along with the extremely popular and charming actor Kartik Aaryan. Both of them, will walk the ramp modelling in the fbb 2018 summer collection handpicked personally by the stars.

Speaking about hosting a unique event, Pawan Sarda, Group Head – Digital, Future Group says, "We are living in an age where everything needs to be experienced live, in real time. Thanks to social media we get to connect with people Live. Aspiring fashionistas always watch their favourite models in awe, secretly wishing they could also wear the same dress. Through Watch Now Buy Now, we are giving all our customers a chance to buy their favourite apparel as they watch the models showcase them."

Customers can make sure they do not lose out on the collection by registering for the event. Registrations for the event begins on 30th March 2018. One needs to visit www.live.fbbonline.in and fill in their details. Once the user shares his/her details, an SMS and email will be sent out with the invite and coupon code. First 500 people to register will get exciting discounts.

Registered customers will get Rs.150 off on a cart value of Rs.999. The fashion show will showcase a wide range of apparel like ethnic & casuals for ladies, kids and men. It will also include formal and party wear for men.

So what are you waiting for? Register, be a part of India's first Watch Now Buy Now and shop live off the ramp.

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 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

For More Information, Contact:

Rajesh Rana +91 7498274972 | rajesh.rana@futuregroup.in

Mitrani Bose +91 9987946079 | mitrani.bose@futuregroup.in

Twitter: @fg_buzz | Facebook: @fbbonline | Instagram: @fbbonline | Twitter: @fbb_india