

Press Release

For Immediate Publication:

Superstar Jeet is the new face of FBB

~ Launches FBB festive collection in a glittering Fashion show~

Kolkata, Sep 18, 2013: FBB, the aspirational fashion chain of Big Bazaar launched its “Autumn Winter collection” in a glittering fashion show, at the hands of Tollywood’s heart throb and now FBB’s brand ambassador Jeet. The latest FBB Autumn Winter collection comprises of apparel and accessories for all occasions, ranging from daily wear, casual wear, college and office wear with a special Pooja collection for the festive season.

FBB’s new collection showcased at the fashion show included – trendy & chic Hot pants, casual day wear for men and women. The new collection showcased women shirts with intricate detailing for women, and solid polos for men. The fashion statement of a versatile look on any day of the week with mixed fusion collection. The mixed fusion is about creating your own look by mix & match apparel from FBB range of vibrant kurtas in various silhouettes and festive colored ethnic churidaars, salwars, patialas and skirts.

The highlight of the fashion show was the grand entrance of Superstar Jeet at the end of the fashion show. Looking stylish & suave in garments from FBB’s new collection, Superstar announced his association as FBB brand ambassador. And much to the delight of his fans, Jeet walked the ramp and floored the audience.

“It is really an ecstatic feeling to be associated with FBB, I have always felt a connection with masses and FBB is a brand that has always stayed connected to aspirations of masses to look good. It is an Indian fashion brand that has a very trendy, stylish and yet very ethnic appeal to it. Brand FBB represents aspirations of masses in its style and affordability,” said Jeet who is thrilled to be associated with FBB.

Talking about the FBB association with Superstar Jeet, Mr. Akshay Mehrotra, Chief Marketing Officer, Big Bazaar said, “FBB is a stylish, fashionable, young and a vibrant brand. Who better than

Superstar Jeet can personify a brand like FBB. Jeet is a heartthrob of millions of youth, who look up to him for his style, achievements and talent, is a perfect fit to our core brand philosophy of aspirational fashion. The association represents the aspiration of masses to be a young achiever like Superstar Jeet, stylish and successful.”

FBB makes a bold yet desi statement with its new ethnic range of clothes. FBB is gorgeous in its traditional look, starting from the vibrant range of kurtas in various silhouettes to festive coloured ethnic churidars, salwars, patialas and skirts, formal wear and footwear. Similarly in the western wear effortless dressing and coloured pants are the call of the day. Also on the chart are skirts with intricate detailing. Printed pants for ladies and stripes and block shirts for gents make FBB an anytime wear as well as chic. This is not all, the kids wear and accessories have the widest range to pick from making it the most wanted fashion destination.

About FBB

FBB, Fashion @ Big Bazaar, 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 spreads across all the metro cities, mini metros and also penetrates well in tier II cities.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 164 stores across the country. With its motto of “Naye India ka bazaar”, Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

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