

Brand Factory invites Jaipur to experience 'Free Shopping Weekend' for the first time

Shop for over 200 plus original brands for FREE

Jaipur, 8th December 2018: Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashions announces 'Free Shopping Weekend' for the first time in Jaipur. Starting from 12th to 16th December, Free Shopping Weekend is one of the mega shopping event of 2018. Customers can shop worth Rs. 5000 and pay only Rs. 2000 and even get that back through gift vouchers worth Rs. 1200, apparel worth Rs. 500 and Rs. 300 cashback in Future Pay wallet, making shopping FREE.

Customers can grab the latest styles in ethnic wear, formal wear, leisure wear, accessories, footwear and also luggage from 200 plus National and International original brands. The list includes some of the most loved brands like Lee Cooper, Levis, ONLY, PEPE, Srishti, Adidas, Reebok, Skechers, Fila, American Tourister, V.I.P, Holii, Lavie, Caprese and much more. Get a complete makeover from head to toe with top brands for FREE.

Speaking about the 'Free Shopping Weekend', **Suresh Sadhwani, CEO, Brand Factory** says, "In a short span of time, Brand Factory's offering of year-round discounts on original brands has made it a popular shopping destination in Jaipur. Millions of people across the country have enjoyed the experience of 'Free Shopping Weekend' in our previous two seasons and we are now delighted to introduce this for the first time in Jaipur. You can choose from denim to footwear, dresses to salwar suits, blazers to kurtas and handbag to luggage and restyle your entire wardrobe for FREE."

Giving each customer a chance to shop with ease, the Free Shopping Weekend is India's only wide-reaching ticketed shopping event. The tickets need to be pre-booked at a minimal cost of Rs.250 (Premium Passes for two: for early entry to the store from 8am onwards) and Rs.100 (Classic passes for two: for entry post 11am). Customers can book their redeemable tickets on brandfactoryonline.com, insider.in or by visiting the nearest Brand Factory store. You can redeem the value of your ticket on your next purchase during 18th to 31st December 2018. Book your tickets to the country's mega shopping event soon!

About Brand Factory:

Brand factory is India's only discount fashion destination with over 88 stores in 37 cities. Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

About Future Lifestyle Fashions Ltd (FLFL):

FLFL is India's largest integrated fashion company. It has a diversified portfolio spanning 30 fashion brands (both owned and licensed) such as Lee Cooper, Indigo Nation, Jealous 21, BARE, aLL among others. FLFL serves varied customer segments through 400+ stores spread over 6 million square feet comprising company operated chains Central and Brand Factory,

EBOs, department stores and multi brand outlets. FLFL's integrated model of "design to distribution" is unique in the Indian fashion industry and primes it to gain leadership in building both fashion brands and fashion retailing. FLFL sets styles, trends and an Indian idiom of fashion and aims to develop a globally benchmarked fashion business here in India.

FOR MORE INFORMATION, CONTACT:

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