

Celebrate World Shorts Day on 22nd April with fbb

Shop at fbb and win a trip to Thailand this summer

Mumbai, April 18th, 2018: fbb, the fashion destination at Future Group, is back again this year with World Shorts Day on 22nd April. Last year, the fashion hub came up with the perfect solution to the scorching heat of summers with **#DropThePants** and received an amazing response from across the country to sport the outfit for the season, Shorts! Pioneered by fbb, the nation soon caught on and celebrated World Shorts Day on 3rd Sunday of April, with a lot of hype.

This year, fbb has taken the celebrations and the hype to a whole new level, bringing to its audience a bigger and better World Shorts Day. fbb is tying up with some of India's biggest male fashion icons to spread the word that Shorts Is The New Sexy. The fashion brand has tied up with actor Karan Wahi, Comedian Kenny Sebastian, Kannada Big Boss 5 Winner Chandan Shetty and runner up Nivedita Gowda. World Shorts Day will be celebrated at all fbb stores and also on fbbonline.in.

As part of the campaign, fashionistas can now buy a wide range of shorts starting Rs.299 from fbb stores and fbbonline.in. With 3 lucky shorts placed in different stores across the country, 3 lucky winners could also win a trip to Thailand simply by registering on worldshortsday.fbbonline.in and buying a pair of shorts starting at Rs. 299 on 22nd April.

Rajesh Seth, COO at fbb, commented on the campaign, *"With the amazing response received last year on World Shorts Day, the celebrations this year will be even more exciting and stylish. At fbb, we want to keep introducing something new to our customers every season. This year's World Shorts Day will bring forth a wide range of fashionable and trendy shorts for our shoppers apart from the chance to win a trip to Thailand."*

The aim of the digital campaign is to popularise shorts as a summer trend. This is the first time that a retail brand has taken the effort to own a merchandise category by creating such a brand property.

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.

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