

## **'Yours cutely' campaign by fbb features the latest in fashion for your little one**

Set to a foot-tapping song sung by kids, the campaign showcases young fashionistas

**National, 13<sup>th</sup> September 2017:** fbb, the fashion destination by Future Group presents, **'yours cutely'** a stylish campaign featuring kids flaunting the new festive collection of fbb. Created and conceptualized by **DDB Mudra West** the fun campaign features kids styled in different categories of outfits on many different occasions. The commercial is set to a lively song in which kids sing about their fashion.

With the upcoming festive celebrations in mind, fbb stores across the country will display the widest fresh collection for kids, introducing multiple styles in shirts, denims, dresses, chinos and ethnic clothing for boys and girls. Making stylish clothing affordable to one and all, the range starts at Rs.99 with options going up to Rs. 1499.

Speaking about the campaign and the new range **Rajesh Seth, COO, fbb** says, *"Kids love to be dressed and at the same time take pride in what they wear, which is why they tend to show off to their friends or relatives with the expectation of getting some compliments. Yours cutely is a simple campaign dedicated to all little ones. The affordable and attractive range is sure to capture the attention of all kids & their parents alike."*

Commenting on the creative of the campaign **Ashish Phatak, Executive Creative Director at DDB Mudra West** says, *"Kids have a ton of infectious energy and innocence. We tapped into this to complement the fashion quotient so that the campaign is both – stylish and uniquely childlike. And of course, the music goes a long way in creating this mood too."*

Yours cutely campaign will be promoted on TV, social media, outdoor and across all fbb stores in the country. fbb kids stylish **denim** collection starts at **Rs.599**, fancy **dresses** at **Rs.299**, cool **chinos** at **Rs.599**, funky **shirts** at **Rs.299** and fashionable **ethnic** wear at **Rs.399**.

Link to the campaign – <https://www.youtube.com/watch?v=JUd3N6M8RSU>

### **Credits**

- **Creative Agency: DDB Mudra West**
- **Executive Creative Director: Ashish Phatak**
- **Creative Team: Godwin Dmello, Sanket Wadwalkar, Amol Suryawanshi**



- **Sr. Vice President: Anurag Tandon**
- **Account Management Team: Deepak Bulchandani, Ankita Patel**
- **Strategy Team: Mehak Jaini, Ketan Rambhia**
- **Production House: Karma Productions**
- **Director of the film: Bosco Bhandarkar**

### **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:**

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