

fbf's fashion brand Buffalo achieves the 40 year milestone Launches 'Setting You Free' campaign with Brand Ambassador Varun Dhawan

National, 8th April 2019: Setting fashion goals since 1979, homegrown brand 'Buffalo' has, over the years mirrored fashion for the explorer within an individual, one that represents the spirit of setting oneself free. Added to the fbb portfolio in 2007, the brand has grown creating a wider customer base across India. Known as India's leading fashion destination – fbb created a nostalgic campaign 'Setting You Free' featuring brand Buffalo's ambassador Varun Dhawan to celebrate its 40th milestone.

Shot in breathtakingly scenic and quaint natural landscapes, the story travels between past and present where the protagonist, Varun Dhawan reminisces his experiences as he sifts through his wardrobe. While he touches and feels all his Buffalo apparels, he is taken on a nostalgic journey of all the stories connected to the same. He is reminded of his spectacular adventures, the people he met, the solitude he experienced and how he let go of his inhibitions and set himself free.

Celebrating the four decade success **Rajesh Seth, COO, fbb** says, "It's not every day that we see brands successfully serve for forty years. We celebrate the 40th year of our iconic brand Buffalo with pride and are filled with gratitude for the undying support by our customers. We believe that this is just the beginning and are working towards achieving many more milestones."

The expressive actor, **Varun Dhawan, Brand Ambassador, Buffalo** says, "As someone who truly believes in style, I am extremely happy to be associated with a brand like Buffalo which has been creating styles for four decades. Just a glance at the range will make you fall in love with the adventurous, stylish and comfortable collection of the brand. Kudos to Buffalo and I look forward to celebrating many more birthdays with this brand."

Speaking about the campaign **Anand Subbarao, Co-founder AndAnd Brand Partners Pvt. Ltd.** said, "When you have Varun as an ambassador for a popular brand like Buffalo, executing the campaign is a seamless process. The brand has a strong yet soft personality that matches with the superstar; which is why the film looks distinctly great."

The 40th Birthday bash was set at an adventure-soaked vibe in the city's busiest malls, High Street Phoenix at Lower Parel, Mumbai. The day was packed with a series of stomping dance performances, games and ended with the highlight of the evening, the mega fashion show. The event saw fans thumping with joy as they got a chance to meet their favorite superstar Varun Dhawan in person.

Right from Jeans, Shirts, Cargoes, Shorts to T-shirts the brand has catered to all the fashion needs. Rush to the nearest fbb store to grab your favourite Buffalo style.

Link to the campaign – <https://www.youtube.com/watch?v=HBDiKvAVim8>

Credits

- **Creative Agency:** AndAnd
- **Creatives:** Anand Subbarao and Harpal Singh
- **Account Management:** Shikhar Khandelwal
- **Production House:** Jump Films
- **Director:** Bosco Bhandarkar

About Brand Buffalo:

Born in 1979, Buffalo is the one of the classic heritage brands of Future Group. Buffalo is a rugged yet utilitarian brand for urban explorers. The brand is celebrating 40 years in 2019. Buffalo is inspired by the essence of classic casual-wear & outdoor clothing bringing out the adventure spirit. The collection offers a wide range of handcrafted jeans, chinos, shorts, shirts and tees with a tough, durable & rugged appeal. It is made for the urban free-spirited, bold & confident man seeking experiences. Buffalo sets you free and lets you take a pause from your daily life. In your Buffalos you are your true self, no masks, no posturing for other people. Buffalo is at ease with getting itself dirty, it stays visible and engages with the world around while immersing itself into deep experiences. The brand Buffalo inspires you to take the plunge skimming experiences and find your meaning of being.

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 247 stores including 88 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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