

Anand District Welcomes Its First Ever Fashion Discount Store – Brand Factory

200 plus original brands under one roof with discounts ranging from 20% to 70% all 365 days

Gujarat, 8th June 2019: Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashions opens its first store in Anand, the Milk Capital of India. The brand new store is located at Galleria Mall, Near Janta Karamsad Railway Bridge in Anand, Gujarat. Brand Factory is based on a very unique concept of offering discounts on leading original brands all 365 days in a year. Consumers can choose from over 200 plus popular brands like Levis, Buffalo, Spykar, Pepe, Flying Machine, Lee Cooper, Bare Denim, Adidas, Reebok, Disney and much more at a minimum 20% and maximum 70% discount 365 days a year.

The brand new store is home to fashion lovers with latest trends available for women, men, youth as well as kids. Designed on over 20,000 sq.ft. the new Brand Factory spreads over two floors. The ground floor is the heart of the store with a wide variety of stylish apparel which includes ethnic and western ware for women, formal wear for men and attractive fashion for kids. The first floor includes fashion for men covering casual wear for men, funky youth wear and a large area dedicated to footwear, sports wear and accessories for men and women. Not only this, the new store showcases luggage and backpack collection from popular brands like Skybags, VIP, Aristocrat and more.

Speaking about the launch, **Suresh Sadhwani, CEO, Brand Factory** said, "Gujarat is one of the most promising cities for Brand Factory. We have received an overwhelming response from our stores in Surat, Ahmedabad, Bhuj, Vadodara and Rajkot and are now happy to launch our first store in Anand. With this, we now have eight stores operating in the busiest cities of Gujarat. This city is a land of budding fashionistas who are keen followers of the latest trends. With Brand Factory, fashion lovers can now never compromise on their shopping list and make the most of the year round discounts on original brands."

Brand Factory also provides other premium brands like US Polo, Scullers, John Miller, Arrow, Iktara, Soch, Skechers, VIP, Safari, and much more all under one roof making it a shopper's paradise.

Head to the Brand Factory store now and grab the best deals in town!

About Brand Factory:

Brand factory is India's only discount fashion destination with over 93 stores in 41 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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