

Brand Factory Opens Its 1st Fashion Discount Store in Dehradun

Choose from 200 plus original brands with discounts ranging from 20% ,70% all 365 days a year

Dehradun, 12th June 2019: Brand Factory, India's leading fashion discount chain from Future Lifestyle Fashions gets closer to the Himalayan foothills. The most loved fashion discount store opens its first store in Dehradun, the most scenic city of India. The new store is located near IMA Blood Bank at Chakrata Road in Dehradun. Brand Factory works 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, AND, Cover Story, Caprese, Adidas, Reebok and much more at a minimum 20% and maximum 70% discount 365 days a year.

Buzzing with discounts, the new store is designed on four levels and covers a huge plot of around 18,000 sq.ft. area. Each floor at Brand Factory is carefully created to showcase all fashion trends from clothing, footwear, bags, handbags, luggage, accessories and much more for men, women, youth and kids too. Beginning with the ground floor, this level includes stylish western wear, footwear, bags, and handbags for women and kids. The first floor features ethnic wear for women, formal wear for men, and kid's fashion. The second floor has men's casual wear, footwear, accessories and luggage. Lastly, the third floor is dedicated to the youth with the most stylish collection from all leading brands.

Speaking about the launch, **Suresh Sadhwani, CEO, Brand Factory** said, "After witnessing success from our stores spread across various cities, metros and towns in the country; we are delighted to introduce this concept to the people of Dehradun. This scenic city has a lot of budding fashionistas and we are delighted that they can now experience discounted shopping that too on original brands 365 days a year."

Brand Factory also provides other premium brands like Nush, Scullers, Daniel Hechter, Arrow, Iktara, Soch, Clovia, Skechers, VIP, Safari, Skybags 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 95 stores in 43 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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