

Brand Factory is back with Free Shopping Weekend From 4th to 8th December

Make the most of your only chance to shop 200 plus original brands for FREE

November 2019: Brand Factory, the lifestyle discount store by Future Lifestyle Fashion is back with the country's annual shopping pilgrimage, 'Free Shopping Weekend' from 4th to 8th December. After creating a significant impact with its previous seasons, the country will witness yet another edition of an exciting weekend with FREE shopping on 200 plus ORIGINAL brands. Providing impeccable offers, Brand Factory is giving customers a chance to shop worth Rs. 5000 and pay only Rs. 2000 and even get that back through gift vouchers worth Rs. 1200, apparel worth Rs. 500 and Rs. 300 cashback in Future Pay wallet, making shopping FREE!

Free Shopping Weekend is the country's most popular event, as fashion lovers can go all out and shop whatever they want for Free. Shopping at Brand Factory is special as, customers can choose from 200 plus original brands for the entire family including men, women and kids. Customers can grab the latest styles in ethnic wear, formal wear, leisure wear, accessories, footwear and also luggage from very popular National and International brands like Jack & Jones, Lee Cooper, Levis, Imara, ONLY, PEPE, Iktara, Adidas, Reebok, Skechers, Fila, American Tourister, V.I.P, Lino Perros, Lavie, Caprese and much more.

Speaking about Free Shopping Weekend, **Suresh Sadhwani, CEO, Brand Factory** says, *"We are delighted with the fan following Free Shopping Weekend has been receiving in the previous seasons. Making it bigger and better this year, we have enhanced our offerings with best of fashion across International and National brands for FREE. Not only this, our stores will be open extra hours in the morning to give customers additional time to enjoy hassle free shopping. We invite customers to walk in with their families and shop to their hearts content as there is something instore for all age groups."*

Visit Brand Factory and enjoy carefree shopping!

About Brand Factory:

Brand factory is India's only discount fashion destination with over 103 stores in 48 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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