

The logo for GIOVANI, featuring the brand name in a white, serif, all-caps font centered within a dark grey rectangular background.

Meet the Giovani Man – Fawad Khan

Giovani announces Fawad Khan as its brand ambassador

Mumbai, July 14th, 2015: Giovani, a premium fashion brand for men and women, from Future Lifestyle Fashions Limited, has announced the charming Fawad Khan as its brand ambassador. Launched in year 2000, the brand was acquired by Future Lifestyle Fashions last year, with an aim to make it India's No.1 Suits & Jackets brand.

The brand was re-launched at a glamorous fashion show in Mumbai, where the models walked the ramp wearing quintessential Giovani Fall Winter 15 Collection. Fawad, the man of the moment, looked suave and classy in a beige Bandhgala exuding immense confidence and élan.

Speaking on the occasion Fawad Khan said, "I'm very delighted to be associated with Giovani as the brand ambassador. The Italian Cuts and the detailing that goes in to making a Giovani suit makes it look classy, elegant and refined. It compliments my personal style."

Rachna Aggarwal, CEO, Indus League, brand division of Future Lifestyle Fashions, added, "Fawad Khan is the perfect Giovani man. He is sophisticated and charming, with an inborn sense of effortless style. He is the one man I've seen who wears a Bandhgala like no one else can. He truly personifies the brand and we believe that this association with Fawad Khan will elevate the brand image and helps us reach out to wider customer base."

The fashion show presented the stylish Giovani Fall Winter 15 Range - Classic, Sporty and Ceremonial collection that included Prince Suits, Bandhgala jackets, tuxedos, winged shirts, sharp trousers handcrafted for an impeccable look. There is also a large range of the classic suits and jackets with modern twist. Touches of detailing like gunmetal buttons, enhancing flower pins, elaborate pocket squares add to the élan and style of the range.

About Giovani-

Launched in the year 2000, the brand was acquired by Future Lifestyle Fashions in 2014. Giovani is a quintessential suits & jackets brand that refuses to be 'Jacketed'. Giovani eases the layer of formal – rituals around the suit and allows ones true self to manifest.

It's for the man who straddles many roles and celebrates each of them with ease. Giovani also offers a niche and unique collection for the woman with a elegant sense of style.

Present in over 100 retail touch points spread across both exclusive brand stores and shop-in-shop. Giovani offers classic and elegant clothing tailored with refined Italian cuts and outstanding workmanship at an affordable price in India with a commitment to create clothes that complement your individuality and personal taste. Enjoy the elegance and the comfort of clothes with Italian Cut from Giovani that will be an expression of your taste and style.

About Future Lifestyle Fashion

FLF brings together the four key components in the fashion industry – a strong portfolio of owned and licensed brands, a well-established retail presence, a pan-India reach for its brands through a strong distribution network and investments in fast growing fashion brands – into a single entity. It thus creates a unique player in the fashion industry that is primed to gain leadership in building both fashion brands and fashion retailing in India.