

## Free Shopping Weekend is back at your nearest Brand Factory store

Your chance to shop 200 plus original brands for FREE from 12<sup>th</sup> to 16<sup>th</sup> December

**National, 10<sup>th</sup> December 2018:** Brand Factory, the lifestyle discount store by Future Lifestyle Fashion is back with the much-awaited sale of the year, 'Free Shopping Weekend' from 12<sup>th</sup> to 16<sup>th</sup> December. After creating success stories with its previous seasons, the country will witness yet another edition of an exciting weekend with FREE shopping on 200 plus ORIGINAL brands. Brand Factory is giving an exciting offer where customers can 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!

Customers can shop from over 200 plus original National and International brands like Lee Cooper, Levis, ONLY, Adidas, Reebok, Skechers, Fila, PEPE, US Polo, Crocodile, Buffalo, American Tourister, V.I.P, Holii, Lavie, Caprese and many more. Giving each customer a chance to shop with ease, the Free Shopping Weekend is India's only wide-reaching ticketed shopping event. The tickets need to be pre-booked at a minimal cost of Rs.250 (Premium Passes for two: for early entry to the store from 8am) and Rs.100 (Classic passes for two: for entry post 11am).

Speaking about Free Shopping Weekend, **Suresh Sadhwani, CEO, Brand Factory** says, "We have had an overwhelming response in the past two seasons and it has motivated us to make this year bigger and better. During the Free Shopping Weekend customers can expect nothing but the best of fashion for FREE. For the benefit of our customers, our stores will open as early as 8am in the morning, so that they can make the most of this sale."

Like always this season of Free Shopping Weekend has lots instore for all brand conscious and fashion lovers. Customers can book their redeemable tickets on [brandfactoryonline.com](http://brandfactoryonline.com), [insider.in](http://insider.in) or by visiting the nearest Brand Factory store. You can redeem the value of your ticket on your next purchase during 18<sup>th</sup> to 31<sup>st</sup> December.

Book your tickets to the country's mega shopping event soon!

### **About Brand Factory:**

Brand factory is India's only discount fashion destination with over 86 stores in 37 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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