

Gangtok Welcomes Its First Ever Fashion Discount Store – Brand Factory ~ Marks the launch of its 99th store across India ~

Sikkim, 26th August 2019: Brand Factory, India’s leading fashion discount chain, a part of Future Lifestyle Fashions, opens its first store in the most scenic city of India - Gangtok. 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, Spykar, Lee Cooper, Jealous 21, Caprese, Wrong, US Polo, Adidas, Skechers, Converse and much more at a minimum 20% and maximum 70% discount any time throughout the year. Fashion enthusiasts can visit the all new Brand Factory located at Jade Building, Tadong, near Krishi Bhawan in Gangtok.

Buzzing with discounts, the new store is designed on two levels and covers a huge plot of around 22,000 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 clothing for women and trendy handbags from leading brands. The first floor has special ladies ethnic wear for the festive season, wide range of formal and casual wear for men and attractive collection for kids. The second floor has a widespread of accessories for the youth, luggage, handbags, footwear and trendy athleisure.



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 Gangtok. 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.”

Head to the newest shopping paradise; Brand Factory and make the most of 20% to 70% discount on most popular brands like ZARA, Crocodile, IMARA, WRANGLER, SBPRC, Mineral, Scullers, Daniel Hechter, Arrow, Iktara, Disney, FILA, VIP, Safari, Skybags and much more all under one roof.

Come visit the all new Brand Factory and enjoy smart shopping with the best deals in town!

About Brand Factory:

Brand factory is India's only discount fashion destination with over 99 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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