

## Kollam Welcomes Its First Ever Fashion Discount Store – Brand Factory

*Shop across 200 plus original brands with discounts ranging from 20% to 70% all 365 days*

**Kollam, 5<sup>th</sup> November 2019:** Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashions opens its first store in the fourth largest city of Kerala – Kollam. Brand Factory is based on a unique concept of offering discounts on leading original brands for 365 days in a year. Consumers can choose from over 200 plus popular brands like Levis, Buffalo, Pepe, Lee Cooper, Nike, Adidas, Reebok and much more at a minimum 20% and maximum 70% discount 365 days a year. Every fashion enthusiast in the city can get discounted branded fashion by approaching to the new store at the Soorya Enclave, Kadappakada in Kollam.

Speaking about the launch, **Suresh Sadhwani, CEO, Brand Factory** said, "Currently, Brand Factory has over 23 stores present in South India and we are delighted to launch our store to the fourth largest city of Kerala – Kollam. This city is rich in culture and has some of the beautiful landscapes in the country. With our new store the tourist and locals; can now experience discounted shopping that too on original brands 365 days a year."

The all new Brand Factory is built over 26,700 sq.ft. of land and is designed over the ground and the first floor. The store showcases latest collection in clothing, footwear, accessories, luggage and much more by leading brands for men, women and kids. The ground level includes a range of fashionable ethnic and western wear from brands like Imara, AND, Iktara and Zara to name a few for women. Parents can pick the kids collection from brands like Lee Cooper, DJ&C, Pink & Blue, Mini Klub, Toodles etc. Apart from this, customers get to choose from a wide collection of footwear, handbags, luggage and other fashion accessories.

Moving to the first floor, this level offers a huge display of men's casuals and formals from leading brands like Raymond, Knighthood, Park Avenue, Arrow etc., suitable for ones needs. This floor also exhibits an array of footwear from brands like Buffalo, Adidas, Reebok, Nike to name a few and other accessories for the same.

So, head to the all-new Brand Factory store in Kollam and grab the best deals in town!

### **About Brand Factory:**

Brand factory is India's only discount fashion destination with over 102 stores in 49 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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