



## Bag any 5 apparel at just Rs.999 from the Brand Factory 'Red Zone Sale'

Your chance to upgrade from street shopping to original brands this season

**National, 13<sup>th</sup> February 2019:** Shopping doesn't need a reason or any occasion; especially when it comes at jaw dropping prices. As India's most loved discount store Brand Factory is back with a super exciting offer, which gives you a chance to fill your wardrobe with some very popular brands. Presenting the 'Red Zone Sale' through its annual clearance Brand Factory gives all fashion lovers a chance to grab any 5 best apparel at just Rs.999.

Not only this, as India's leading offline discount store Brand Factory offers 20% to 70% discount on 200+ original brands like Wrangler, Lee Cooper, Levis, Pepe Jeans, Raymond, Jealous 21, Nike, Puma, Spykar and much more all 365 days a year. Located at 42 cities with 93 stores, Brand Factory houses some of the major brands which offers clothing and footwear styles for daily office routine, casual gatherings, festive celebrations, home comfort and much more for men, women and kids. Adding to the list of features, Brand Factory stores also showcases a good collection of handbags, luggage trolleys, backpacks and other fashion accessories from brands like American Tourister, V.I.P, Holii, Lavie, Caprese and much more.

Speaking about the 'Red Zone Sale', **Suresh Sadhwani, CEO, Brand Factory** says, "As customers we are always delighted to receive something more without paying even an extra rupee. The Red Zone Sale is being organized keeping this simple thought in mind. Purchasing 5 garments that too original brands at Rs.999 seems like a thing of the past and at Brand Factory we are proud to make it a thing of the present."

Making it an absolute must attend sale, in addition to the Red Zone Brand Factory has also created two even more special zones called the Purple Zone and Gold Zone. Shoppers who are a little more choosy and want to hand-pick some finest fashion can buy any 3 apparel at Rs. 999 from the Purple Zone and any 2 apparel at Rs. 1199 from the Gold Zone.

So go visit the nearest Brand Factory store and make the most of the sale!

**About Brand Factory:**

Brand factory is India's only discount fashion destination with over 93 stores in 42 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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