

Scullers Presents Chinos for India in association with Goonj

An unique and first of its kind initiative to dress India in chinos

National, 20th April 2017: Scullers, the flagship brand from the house of Future Lifestyle Fashions, best known for its legendary chinos is celebrating **#ScullersChinosForIndia**, an unique initiative to dress India in chinos from 22nd April to 24th April, 2017 at Scullers exclusive stores and Central Malls, across the country.

Through this campaign Scullers invites chino users to give their old trousers for a brand new pair of **Cuban Chinos at just Rs.999**. In this noble endeavour Scullers has tied up with **Goonj** a reputed NGO that will receive the old trousers collected through this initiative and will further distribute them to the people in need.

The brand Scullers over the years has come to personify a lifestyle and choices that come with it. The comfortable cotton trouser that aces men's favourite bottom wear list, was introduced to India by Scullers in 1999. Over the years, with continuous innovations, it has mastered the art of making Chinos that perfectly suits every occasion, be it biking, brunch or beach.

Commenting on this initiative **Shibani Mishra, Chief Marketing, FLF Brands** says, *"We are extremely delighted to launch this unique initiative #ScullersChinosForIndia. We are certain that through this program Scullers will be able to expand its market share in chinos category and reinforce its leadership position. This is an invitation from Scullers to all the men out there to give away their old trousers and in return experience the newly launched Cuban Chinos at an amazing price. By doing so they are also joining hands with Scullers in the mission dress India in chinos!"*

Scullers was the first brand to bring chinos to India, and since then the brand has been enjoying a leadership position by introducing many firsts in chino category such as 'Air Chinos, Dust Free Chino, Crush free Chino etc' and the latest offering from the brand is Cuban Chinos. The Spring Summer 2017 collection from Scullers is inspired by the iconic sights and sounds of Cuba. The collection showcases styles and designs inspired by the colourful architecture, vintage cars and vibrant tropical lifestyle of the Cuban seaside.

To participate in this campaign, people can register at scullers.com/chino-for-india to get an exclusive invite via sms and email. They can visit any Scullers exclusive stores and Central malls pan India with the invite to exchange their old trousers and get a brand new Cuban Chino at Rs.999. Walk-in customers can also do spot registration to avail this offer.

About Scullers

Scullers is one of the flagships Brand from the house of Future Lifestyle Fashions Ltd (FLFL) offers premium smart casual wear for men, women & kids. Inspired by the sport of Sculling, Scullers is for those who celebrate life, believes in enjoying the good life to the fullest. Scullers is sophisticated, timeless and elegant to suit the urban lifestyle. It's for those who would like to believe there is life after work and away from home. Comfortable clothes for people who are easy-going and yet portray an assured sense of style, the brand draws its inspiration from the sport of Sculling - a thrilling and competitive sport of rowing.

Scullers is best known for the legendary Chinos, the premium cotton trousers crafted with fine detailing. Chinos are synonymous with luxury, comfort & elegance. "Scullers for her" the women's wear range offers a trendy corporate attire, as well as premium casual wear for a balanced work-life of today's modern & contemporary women. Reinterpreted for children, Scullers Kids offers a range of smart casual clothing focusing on children from 10 to 14 yrs. Drenched in the sun and the spirit of the outdoors these are clothes, kids can have fun in, and look good doing it.

Scullers is available at around 100 exclusive stores, Central Malls across India & also at all leading e-commerce channels.

For further information, visit: <http://www.scullers.com/>

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