

Siliguri Inaugurates Its First Fashion Discount Store – Brand Factory

200 plus original brands under one roof with discounts ranging from 20% to 70% all 365 days

Siliguri, 5th November 2019: Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashions opens its first store in the most popular tourist destination of Eastern India – Siliguri. Making discounted branded fashion more accessible for the locals of Siliguri and the tourist, the new store is located at Park Royale, S.F Road in Siliguri. 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, Buffalo, Pepe, Lee Cooper, Nike, Adidas, Reebok and much more at a minimum 20% and maximum 70% discount 365 days a year.

Brand Factory is home to fashion lovers with latest trends available for women, men, youth as well as kids. Designed on over 25,000 sq.ft. the new Brand Factory spreads over four floors. The ground floor is the heart of the store with a wide variety of stylish apparel which includes leading ethnic brands like Ateesa, Imara, Iktara, Mohr, Morpankh, and western brands like Alice & Mae, Zara, De Moza, Hey!, Jealous 21, AND, Lee Cooper for women. Pink N Blue, Pepe, Disney, DJ & C, Miniclub, 612 Ivy League and Crimsoune Club for kids.

Moving to the first floor which includes fashion for men with formal brands like Raymond, Knighthood, Park Avenue, Arrow, Daniel Hechter, All, Color Plus, John Miller and casual brands Crocodile, Rig, Scullers, Bare Leisure, Highlander, Indigo Plus to name a few. The second floor is completely dedicated to offer a wide range of fashion collection for the youth. Lastly, the lower ground floor has the best of footwear brands like Nike, Adidas, Reebok, Skechers, FILA, Spunk, Umbro, Converse, Champion, Woodland, Lee Cooper, Buffalo and luggage brands like Safari, Skybags, VIP, Aristocrat, Pronto, Caprese and Lino Perros to name a few.

Speaking about the launch **Suresh Sadhwani, CEO, Brand Factory** said, "Currently, Brand Factory has 17 stores present all over East India with majority of them in Kolkata, followed by Asansol, Bhubaneswar, Guwahati, Patna, Raipur, Cuttack, Gangtok and now Siliguri. After witnessing success from our stores spread across East India and other cities, metros and towns in the country; we are delighted to introduce this concept to the people of Siliguri. This scenic city has a lot of tourist and budding fashionistas; and we are delighted that they can now experience discounted shopping that too on original brands 365 days a year."

So if you love branded fashion and want to shop smart, head to the all-new Brand Factory store and grab the best deals in town!

About Brand Factory:

Brand factory is India's only discount fashion destination with over 101 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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