

KATRINA KAIF & VARUN DHAWAN ARE THE NEW FACES OF FBB

~ The stunning Bollywood stars are set to take the fashion and flair at fbb a notch higher~

Mumbai, XX 2015: FBB, the fashion destination of the Future Group that has become the first choice for trendy yet affordable fashion among the youth of India in a short span of time, is all set to take a big leap forward. In an inspiring move that is bound to connect with today's fashion-conscious youth across India, FBB today announced that it has appointed Katrina Kaif and Varun Dhawan as the brand ambassadors for fbb.

The stylish and talented duo will be the face of the brand fbb kick-starting with fbb's Spring Summer collection campaign. The dynamic duo will be seen showcasing fbb's summer fashion with irresistible style and passion. Varun and Katrina offer the trendy and fresh look for summer in the new campaign. The individual and unique sense of style of Katrina and Varun, works with fbb's wide range making fbb's youth centric vision of *making India thoda aur stylish*.

Speaking on the association, Akshay Mehrotra, Chief Marketing Officer, FBB said, "Katrina Kaif & Varun Dhawan represent the youth of today, who are independent, confident and have individualistic and inimitable style quotient. Both of them personify fbb's brand preposition of contemporary and comfortable style with mass appeal and with an aspiration that relates to youth across India. We are sure that this association will further strengthen the leadership position of fbb."

Fbb is present in about 200 stores in 95 cities across the country, including all Big Bazaar outlets. Fbb's Spring Summer collection focuses on the sharp looks of the season, with tie and dye tees, printed shirts and walk shorts. Pair up geometric prints and graphic tees in tropical shades with stylish palazzos for a lazy summer day out.

Linen shirts in 50 shades of cool add to the much-needed chilled out attitude this summer. Checkered and solid-tones linen shirts over dark coloured chinos offer a balance of contrast to the brightness outside. For the easy-breezy look, pair up light linen dresses with colourful cotton scarves.

The highlight this season is the Indigo collection in fusion and ethnic wear. From Ikat to floral prints find your outfit in this shade of azure. Amp up your boring occasions with Jacquard printed jackets over loop button Indigo kurtas and denims in different washes.

Be the centre of attention with the new party collection. Pair up a bedazzled top with colourful satin pants and party through the night. Georgette dresses; Oxford shirts and trousers pack the perfect party punch.

Kids can now enjoy the summer in comfortable striped and printed nautical. Graphic tees paired with candy toned shorts promise some extra fun in the sun. Add a cool twist to



dressing with colourful Anarkalis and long printed skirts.



Begin the ultimate season for fashion with some reflectors and sizzling styles at fbb.

About FBB

FBB, Fashion @ Big Bazaar, has been the face of affordable fashion destinations in India since 2008. With a mission to make India Thoda aur stylish, its philosophy reinstates the fact that it doesn't cost much to be stylish with FBB. It believes in aspirational value fashion.

From business meeting to casual resort wear, from versatile ethnics to comfortable home wear, FBB creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, FBB has something in store for everyone.

FBB targets a youthful audience in India that wishes to stay synonymous with current trends. The brand spreads across all the metro cities, mini metros and also penetrates well in tier II cities.