



Press Release

fbb's Denim Dance Creates History With A Guinness World Record For The World's Largest Photobook!

-18 feet high & 27 feet wide Photobook unveiled in Mumbai-

November 22, 2016.

What's the word that spells YOUTH, ATTITUDE, and FASHION? Denim.

Denim, over generations, has represented the spirit of youth and fashion. And taking this timeless fabric to a whole new level is fbb's latest Denim Dance campaign that expressed the mood of denim through dance. The brand created history with its own Guinness World Record for making the "World's largest photo book" that contained photographs of people dancing in denim! The book with a height of 18 feet and width of 27 feet was unveiled on November 22, 2016 at 4pm at the Infinity Mall, Malad. This marked the peak of the campaign that had picked up great momentum across India in the past weeks.

The campaign took the nation by storm, as fbb along with India's top celebrity choreographer, Terence Lewis created the denim dance anthem along with Bindaas and Radiocity. This music video that released all over India invited people join the dance and share their own denim dance photo on digital/social media with #fbbDeninDance, to be part of the Guinness World Record. Through this campaign fbb collected pictures from all over India, and the campaign unfolded into World's Largest Photobook! The video, in its colourful quirky avatar, carried a feel-good factor as it reflected the youth's happiness mantra of staying positive and cool.

On October 16, RJs from 12 cities matched their footsteps with celebrity choreographer, Terence Lewis' moves. More than 20 media houses and 250+ cities plugged in to be a part of this campaign as the dance was telecast LIVE on News X and FB Live! The momentum was great!

Not only did these activities fuel more excitement about the brand but it also made fbb denims a part of the youth's philosophy. All this created a denim buzz and got people excited about the various denim fits. The intention behind this entire campaign was to build fbb as the denim destination of India since modern India too is no less known for its youth, attitude and fashion.



About fbb

fbb, the fashion hub of India has been the face of affordable fashion destinations in India since 2008. With a mission to make India *Thodaaur stylish*, its philosophy reinstates the fact that it doesn't cost much to be stylish.

From business meetings 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 has spread across all the metro cities, mini metros and also penetrates well in tier II cities.

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