

fbb launches special collection for Pujo with the glamorous Yami Gautam

The diva walks the ramp wearing her favourite outfit from the new range

Kolkata, 25th August 2017: In order to offer a wide collection to choose from for the most anticipated festival 'Durga Puja' fbb launches their special 'Pujo' collection for ladies, men and kids. The new range was unveiled through a starry fashion show featuring the extremely beautiful actor Yami Gautam. The launch was hosted at fbb Big Bazaar store at Lake Mall in Kolkata, where Yami was accompanied by elegant models who walked the ramp with her showcasing the new Pujo range.

The new collection comprises of all clothing needs right from classy heavy ethnic wear, to trendy fusion wear, to comfortable & colorful casual wear for everyone including women, men and kids. Keeping up with the attractive twining trend, stores in West Bengal, Assam, and Tripura will showcase an exclusive twining collection for an entire week which will be promoted through selfie contest on fbb social media handles.

Speaking about the launch **Rajesh Seth, COO at fbb**, says, "Festivities means craving for new clothes for every occasion and ceremony, which is why our new collection for Pujo features fresh styles not only in ethnic clothes but also fusion and casual wear. We are delighted to have Yami Gautam unveil the collection for us and am sure the entire collection will be liked by everyone."

Sharing her experience wearing the new collection the ravishing **Yami Gautam** says, "Festivals are the best time of the year where you want to look your best and the new Pujo collection by fbb will hands down be your favourite. I am extremely happy to be unveiling the new collection and look forward to exploring the entire range."

Engaging with the audience, fbb invited their fans to register themselves for the launch where few lucky ones got a chance to share the ramp with Yami and also win shopping offers at fbb. Additionally, fans got a chance to have a makeover styled by leading fashion bloggers in the country. The new Pujo collection is available at West Bengal, Assam, and Tripura.

About fbb

fbb 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 has 288 stores including 54 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

FOR MORE INFORMATION, CONTACT:

Rajesh Rana | +91 7498274972 | rajesh.rana@futuregroup.in

Twitter: @fg_buzz

Facebook: @fbbonline

Instagram: @fbbonline

Twitter: @fbb_india