

Overwhelming Response for Country's First ever #FreeJeansDay- A unique Trial drive by Jealous 21

Over 5000 young girls throng to Jealous 21 stores to grab their free pair of jeans

Mumbai, March 29, 2017: Jealous 21, an exclusive denim brand for the young contemporary girls, from the house of Future Lifestyle Fashions, held India's first-ever #FreeJeansDay on the 25th and 26th of March, 2017, at its select stores in Mumbai, Bangalore, Delhi and Chennai. An experiential event, designed for the new-age trial generation, it saw massive turnouts at all the stores. Over 5000 girls participated, queuing up outside the stores from early in the morning to grab a pair of their favorite jeans.

This was the first time in India, that a brand had carried out such a unique trial generation campaign to give the customers a firsthand experience of the product. Jealous 21 is the pioneer to launch a unique concept of "**3 Hip sizes- Hottie for slim hips, Hourglass for regular hips and Bootilicious for curvier hips, for every Waist size**". Jealous 21's revolutionary product – "**Hip-fit Jeans**" that fits every Indian woman like their 2nd skin were instant hit among the girls.

On the huge success of the event, **Rahul Gupta, VP Jealous 21** said, "We are thrilled to get such a huge response. The experiment was not only a first for Jealous 21, but also a first for the country. We are extremely happy that girls turned up for the event in such a huge number and got a firsthand experience of our latest Spring Summer Collection along with grabbing their favorite Jealous Jeans. We are confident that the products will speak for themselves, and the girls will now come back to the brand again & again."

The campaign was a perfect case study of an omni-channel marketing strategy where customers were holistically engaged on both online and brick and mortar retail. While for registration, the participants reached out to Jealous 21's website & Social media page, the actual brand experience happened at the brand's retail stores. And the engagement cycle continued once the girls went back, posted their selfie & started talking about the brand on the social media.

Commenting on this unique omni-channel strategy, **Shibani Mishra, Chief, Marketing of FLF brands**, said "This initiative is a testimony of a massively successful Online- to-Offline (O2O) campaign in the fashion industry. We are extremely happy that we could create huge awareness for the brand, drive footfalls to the stores, made girls try our products & engage with them on social media all at once through this one campaign. We thank our customers for believing in the brand. We will now create a loyal customer base for the brand by integrating the social media platform with our CRM program in the process."

For participating in the campaign, girls had to follow a simple procedure where they had to register on Jealous 21 website or Facebook to get their exclusive invite with a unique code, to visit the store. At the store, the girls had to take a selfie wearing any Jealous 21 garment and upload it, tagging @jealous21 and #freejeansday on Instagram or on Facebook and take away a free pair of jeans.

The registrations that began on 21st April 2017 garnered a massive response of over 30,000 entries. The two-day campaign was held at select stores of Jealous 21, from 11AM to 2 PM, however looking at the excitement of the crowd it was extended till 6pm on the first day.” Jealous 21 gave away around 5000 free jeans in these 2 days to it’s young customers.

The girls gathered, were ecstatic to get their hands on their favorite pair of jeans. They waited patiently for hours cheering for the brand, and returned home with a pair of jeans and a smile on their face.

About Jealous 21:

Jealous 21, an exclusive women’s wear brand from the house of Future Lifestyle Fashion Limited (FLFL) revolutionized the jeans market for women by launching jeans that fits every body type of Indian women. Fit is the primary attribute that any women look for when they buy jeans. To get the perfect fitted jeans, the hip and waist size have to be correct. However jeans available in the market use a single hip to waist ratio. That was the real gap, which was addressed by Jealous 21 by introducing a unique concept of 3 hip sizes for every waist size. Hottie for the slim hips, Hour Glass for the regular hips & Bootilicious for the curvier hips.

Matching the stunning range of denims is an equally stunning range of tops & tees. Oozing with oomph, this brand is designed to infatuate today’s young women.

For further details visit: <http://www.jealous21.com>

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