

## **fbb India's fashion destination signs the talented Diljit Dosanjh as its Brand Ambassador**

**National, 19<sup>th</sup> April 2018:** fbb, the leading fashion retail format from Future Group signs the extremely versatile, dynamic and talented Diljit Dosanjh as its Brand Ambassador. Well known as a singer, actor, host and a popular face in the Indian entertainment industry Diljit will promote the fbb's men's Casual, Sports, Ethnic and Party collection (excluding suits and suitings).

Speaking about his association **Diljit Dosanjh, Brand Ambassador, fbb** says, "Fashion is one's own style statement. The clothes you wear speak more than spoken words. Through my association with fbb, I will explore different styles and hope my fans are inspired to discover fashion that define their personality."

Commenting about the association **Rajesh Seth, COO at fbb** says, "We are extremely happy to associate with a power house like Diljit who has a huge fan following, especially from the northern part of India. Diljit represents today's youth and connects seamlessly with fbb's target audience. With this association we would like to capitalize on his popularity and strengthen our reach in the entire north zone."

Diljit Dosanjh will promote some of the leading brands like DJ&C, Buffalo, Studio NYX and Shatranj. These brands offer the best in casual wear like denims, t-shirts, jackets, shorts and ethnic wear like kurtas, pyjamas and much more in line with the latest trends. fbb will release a special brand campaign featuring Diljit Dosanjh very soon.

### **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.

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