

## India's Largest fbb Store Opens in Kolkata

**Kolkata, March 18<sup>th</sup>, 2017:** fbb – India's most preferred fashion destination – launched its largest iconic store in Kolkata. Located in the city's Shakespeare Sarani locality, and spread out across three massive floors over a sprawling 25,000 sqft space, this giant fashion space houses a large assortment of fashion brands under a single roof. This multistoried fashion destination lends fashion goers in Kolkata a fresh impetus through its latest selection of leading fashion brands.

*"Fashion, over the years, has taken greater prominence among the youth today, who view fashion as another way of expressing themselves. fbb being among the forerunners of fashion retail in India is excited to make a larger presence in the emerging India,"* said **Mr. Kishore Biyani, Group CEO – Future Group.**

A retail launch of this magnitude is scheduled to be celebrity-studded with leading local biggies to add to the glitz and glamour quotient. Leading telefilm and Tollywood actors like Avik Chatterjee and Mimi Chakraborty, among others, along with noted fashion designer Abhishek Dutta and Femina Miss India World 2016 Priyadarshini Chatterjee have been invited to grace the occasion on the day of launch. A fashion show, with the Miss Indias as the show stopper, will lend the right touch of fashion to the event. Every arrangement made for this landmark launch will spell 'glamour and grandeur' in order to mark the launch of the country's largest fbb store in the City of Joy!

*"The Kolkata spirit has not only been receptive to evolving fashion trends, it has also embraced the new even while it has retained its signature cultural identity. For a leading fashion hub like fbb, we are excited to have our largest fbb store in this city that is associated with a taste for arts, culture, music, and fashion,"* said **Mr. Manish Agarwal, CEO – East Zone, Big Bazaar.**

### **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 stand alone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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