

fbb celebrates 23rd April as World Shorts Day

Vir Das to drive the campaign #DropThePants for World Shorts Day

Mumbai, April 18th, 2017: fbb, the fashion destination at Future Group, will be celebrating World Shorts Day on 23rd April year on year. Keeping in mind the soaring temperatures and the must-have for this heat i.e., shorts, the brand will reach out to every man in India to embrace 'the casual' and get cooler this summer through their #DropThePants campaign.

To launch World Shorts Day, fbb has taken a bold and whacky route with its #DropThePants campaign. The campaign #DropThePants is digital and will have popular stand-up comedian Vir Das starring in its promotional video. The video has Vir announcing the day through a hilarious and engaging video that urges men to #DropThePants on #WorldShortsDay.

The aim of the digital campaign is to popularise shorts as a summer trend. This is the first time that a retail brand has taken the effort to own a merchandise category by creating such a brand property. fbb is also trademarking 'World Short's Day' as fbb's IP.

Rajesh Seth, COO at fbb, commented on the campaign, *"World Shorts Day is an initiative by fbb to popularize shorts as a category and also own it. The campaign will also help us connect to our customers in a fun and interesting way"*.

As part of the #WorldShortsDay celebrations, lucky customers who register on the website and buy a pair of fbb shorts on 23rd April will stand a chance to win a ticket to Goa.

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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