

Varun Dhawan turns showstopper for Brand Buffalo's 40th Birthday

As the Brand Ambassador walks the ramp in his favourite Buffalo collection

National, 6th April 2019: It's that time of the year where all fashionistas gear up to celebrate the biggest birthday bash of the most loved brand – Buffalo. Setting style goals since 1979, brand 'Buffalo' has, over the year's mirrored fashion for the explorer within an individual, one that represents the spirit of setting oneself free. Brand Ambassador Varun Dhawan celebrated the 40th Birthday of the brand in his charming style and wit. The super star walked the ramp in his favourite Buffalo collection unveiling the latest styles from the brand.

The 40th Birthday bash was set at an adventure-soaked vibe in the city's busiest malls, High Street Phoenix at Lower Parel, Mumbai. The day was packed with a series of stomping dance performances, games and ended with the highlight of the evening, the mega fashion show. The event saw fans thumping with joy as they got a chance to meet their favorite superstar Varun Dhawan in person. The show was hosted by Sachin Kumbhar.

Born in 1979, Buffalo is inspired by the essence of classic work-wear and outdoor clothing, bringing out the adventure spirit. It offers a premium range of handcrafted jeans, trousers, shirts and tees with a tough, durable and rugged appeal. Made for the urban free-spirited, bold and confident man seeking experiences.

Celebrating the four decade success **Rajesh Seth, COO, fbb** says, "It's not every day that we see brands successfully serve for forty years. We celebrate the 40th year of our iconic brand Buffalo with pride and are filled with gratitude for the undying support by our customers. We believe that this is just the beginning and are working towards achieving many more milestones."

The expressive actor, **Varun Dhawan, Brand Ambassador, Buffalo** says, "As someone who truly believes in style, I am extremely happy to be associated with a brand like Buffalo which has been creating styles for four decades. Just a glance at the range will make you fall in love with the adventurous, stylish and comfortable collection of the brand. Kudos to Buffalo and I look forward to celebrating many more birthdays with this brand."

Right from Jeans, Shirts, Cargoes, Shorts to T-shirts the brand has catered to all the fashion needs. Rush to the nearest fbb store to grab your favourite Buffalo style.

About Brand Buffalo:

Born in 1979, Buffalo is the one of the classic heritage brands of Future Group. Buffalo is a rugged yet utilitarian brand for urban explorers. The brand is celebrating 40 years in 2019.

Buffalo is inspired by the essence of classic casual-wear & outdoor clothing bringing out the adventure spirit. The collection offers a wide range of handcrafted jeans, chinos, shorts, shirts and tees with a tough, durable & rugged appeal. It is made for the urban free-spirited, bold & confident man seeking experiences. Buffalo sets you free and lets you take a pause from your daily life. In your Buffalos you are your true self, no masks, no posturing for other people. Buffalo is at ease with getting itself dirty, it stays visible and engages with the world around while immersing itself into deep experiences. The brand Buffalo inspires you to take the plunge skimming experiences and find your meaning of being.

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 247 stores including 88 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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