

fbb launches Flexi Waist Gen 2.0

The new range of flexi waist trousers by fbb's brand Knighthood come with a stretchable waist which extends upto 1.5X the original size.

Mumbai, 8th October 2018: fbb, the popular fashion destination of Future Group, has launched a new and groundbreaking collection of trousers that will make your time in office more fun. The fashion brand has launched an exciting range of flexi waist **Gen 2.0** trousers under the brand Knighthood.

Being formal at work is a passé! Today, it is all about being yourself. fbb's formal wear brand, Knighthood, has introduced its Gen2.0 avatar of men's trousers that assures men-at-work more fun with freedom. With a stretchable waist which stretches upto 1.5x, these trousers for men promise more comfort and movement. The colours that one can choose from include light grey, dark grey, navy, black and brown.

fbb's Gen 2.0 is not just about the fabric. The Flexi Waist trousers by Knighthood are a paradigm-shifter that also introduces a novel idea of stepping out of the typical 'formal' attitude at work and slip into a 'flexibly formal' mindset instead!

Rajesh Seth – COO at fbb, says about the new collection, “The new collection has been designed in a way that workplace can be more fun and less binding for our customers. With the new Flexi Waist Gen 2.0 collection by Knighthood, men can now enjoy freedom of movement at workplace with the exciting range of trousers.”

fbb's Flexi Waist Gen 2.0 Trousers urges all the men at workplace to adopt a fresh 'n' fun attitude that spells: 'Let's be more...flexibly formal!' It's time to wear your 'freedom to have fun'. After all, we are entitled to enjoying Knighthood!

About fbb

fbb has been the face of affordable fashion destinations in India since 2008. With its stance of being India's Fashion Hub, 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 313 stores including 66 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.