

Brand Factory India's leading fashion discount chain opens its first store in Lucknow

The only fashion store to offer 20%-70% discount on 200 plus original brands 365 days a year

Lucknow, 29th October 2018: Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashions launches its first grand store in Lucknow. Located at Kanpur Road, Power House Chauraha, near 102, Sector G, Ashiyana, the store is spread over 22,500 sq. ft. of land. Known for its unique discount proposition, Brand Factory will provide minimum 20% and upto 70% discount on over 200 plus original brands like Adidas, Reebok, Skechers, Fila, Spykar, Levis, PEPE, US Polo, Crocodile, Buffalo, Lee Cooper and much more, 365 days in a year.

Designed on five floors, the new Brand Factory is styled with great ambience and showcases popular fashion brands across categories like clothing, footwear, sportswear, accessories, etc. for women, men and kids. Starting with the ground floor, this entire section is dedicated to ladies fashion and includes footwear, handbags, ethnic, formal and western clothing. The first floor offers formal clothing for men and complete clothing for kids. The second floor is dedicated to Men's Casual and is packed with latest fashion from leading brands. The third floor will offer footwear, luggage and sports accessories. Lastly the fourth floor is youth fashion.

Speaking about the launch, **Suresh Sadhwani, CEO, Brand Factory** said, "We live in a world where we celebrate every occasion be it a festival, birthday, wedding or even a job promotion in style. With Brand Factory, one doesn't have to wait for a sale to commence or bargain for a better price. People of Lucknow can now enjoy special discounts throughout the year on over 200 leading brands only at Brand Factory."

Brand Factory also announces an introductory offer of Flat 50% on all fashion brands available at the new store. This offer is valid to all the consumers of Lucknow till 4th November 2018. One can choose from numerous brands like Adidas, Reebok, Skechers, Fila, Spykar, Levis, PEPE, US Polo, UCB, Buffalo, Lee Cooper, Scullers, Turtle, John Miller, Turtle, Peter England, Hurr, Srishti, Iktara, Gini & Jony, Mini Klub, VIP, Caprese, Lavie and much more.

So go visit the new Brand Factory in Lucknow and make your Diwali faayde wali!

About Brand Factory:

Brand factory is India's only discount fashion destination with over 80 stores in 35 cities. Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the

best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

About Future Lifestyle Fashions Ltd (FLFL):

FLFL is India's largest integrated fashion company. It has a diversified portfolio spanning 30 fashion brands (both owned and licensed) such as Lee Cooper, Indigo Nation, Jealous 21, BARE, aLL among others. FLFL serves varied customer segments through 400+ stores spread over 6 million square feet comprising company operated chains Central and Brand Factory, EBOs, department stores and multi brand outlets. FLFL's integrated model of "design to distribution" is unique in the Indian fashion industry and primes it to gain leadership in building both fashion brands and fashion retailing. FLFL sets styles, trends and an Indian idiom of fashion and aims to develop a globally benchmarked fashion business here in India.

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