

Brand Factory launches the 3rd season of FREE SHOPPING WEEKEND with #DontShopAtFSW campaign

- ~India's only national ticketed shopping event conducted in 88 stores and 37 cities~
- ~Promotes the heavy footfall driven campaign with a 360 degree high marketing blitz~
- ~Registers more than one lakh online RSVPs on the first day of bookings~

National, 7th December 2018: While the rest of the world is going gaga about the Black Friday and Single's Day Sale, Indians will not feel left out, courtesy Brand Factory by Future Lifestyle Fashions. Announcing, Free Shopping Weekend (FSW) with a tongue in cheek humour, Brand Factory tells its customers #DontShopAtFSW if they like being rewarded only with discounts. FSW is every shopaholic's dream as they get to shop for more than 200 National and International brands for FREE! The 3rd season of Brand Factory FREE SHOPPING WEEKEND will be held from 12th to 16th December 2018.

The last two years of Free Shopping Weekend saw great success, with lakhs of customers queuing up outside the stores. The wait this year was palpable, resulting in more than 1 lakh RSVPs online, on Day 1 itself. Brand Factory rolled out a 360-degree integrated campaign where #DontShopAtFSW campaign received an overwhelming response of over 1.2 million views on Facebook. The campaign is supported by print, TV, digital, OOH, radio along with corporate and student community tie-ups. This year, the event will be held on a scale larger than ever before with the increased store presence in Tier II and Tier III markets.

Speaking about the scale of the Free Shopping Weekend, **Roch Dsouza, CMO, Brand Factory** says, "This is one of our biggest property and we wanted our communication to not only be direct but also fresh and exciting. #DontShopAtFSW is not just an attempt to break the clutter but it's backed by solid consumer insights. We took this route for our digital campaign and both the films bring out the true customer experience when they hunt for deals online or during EOSS of full price retailers. They are as direct and convey the message spot on. We backed this idea with content and we are already witnessing some crazy response."

FSW is India's only national ticketed shopping event conducted in 88 stores and 37 cities. Given the scale of the event, shoppers need to pre-book their entry passes at a minimal cost of Rs.250 (Premium passes for two: for early entry to the store from 8 am) and Rs.100 (Classic passes for two: for entry post 11am). Tickets can be booked via on brandfactoryonline.com, insider.in or by visiting the nearest Brand Factory store. You can also redeem the value of your pass on your next purchase during 18th to 31st December.

During the Free Shopping Weekend, you shop for MRP worth Rs.5000, pay just Rs.2000 and get that back too, in the form of free apparel worth Rs.500, gift vouchers worth Rs.1200, and another Rs.300 in your Future Pay wallet. Nobody would want to miss a shopping experience as big as this. Shoppers across the country unite, here's an experience you cannot afford to miss!

Campaign Links:

- <https://www.facebook.com/brandfactoryofficial/videos/266090810693166/>
- <https://www.facebook.com/brandfactoryofficial/videos/289792848325393/>

About Brand Factory:

Brand factory is India's only discount fashion destination with over 88 stores in 37 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.

FOR MORE INFORMATION, CONTACT:

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