

Brand Factory brings back India’s 1st ‘Unbranded to Branded’ festival on popular demand

Get exchange value for Old + Discount on New fashion products from 11th - 17th June

National, 8th June 2018: Based on nationwide demand; Brand Factory, India’s leading discount chain brings back the mega ‘Unbranded to Branded’ festival. From 11th to 17th June customers can exchange their old unbranded clothes, shoes, luggage and many fashion products and get Brand Factory vouchers ranging from Rs. 150 to Rs. 800. In addition to this, customers will get minimum 40% to maximum 50% discount on their next purchase.

Currently, Brand Factory has 69 stores which are present in 28 cities across the country. Customers need to visit their nearest Brand Factory store and can exchange a list of fashion products for women, men and even kids and get original branded products in return. The products include ethnic wear, western apparel, t-shirts, denims, formal trousers, chinos, suits & blazers, shoes, luggage, back packs and duffel bags.

Speaking about the offer **Suresh Sadhwani, CEO, Brand Factory** said, “We are overwhelmed with the huge success of our first ever ‘Unbranded to Branded’ festival. Based on customer’s feedback we received across India, we are bringing it back for the second time and this time it is even bigger and better. We are sure once again it will be a great opportunity for our customer to revamp and add more fashion to their wardrobe.”

UNBRANDED TO BRANDED FESTIVAL		
Category	Exchange value for Old	Flat discount on new
Kids	150	40%
Ladies Ethnic / Western	150	40%
T – Shirts	150	40%
Shirts	250	40%
Denims / Chinos / Formal Trousers	400	40%
Shoes	500	40%
Suits & Blazers	800	40%
Luggage	500	50%
Back Pack / Duffel Bag	250	50%

Brand Factory offers minimum 20% and upto 70% discount on more than 200 original brands throughout the year. Some of the brands include Adidas, Reebok, Skechers, Fila, Spykar, Levis, PEPE, US Polo, Crocodile, Buffalo, Lee Cooper, Indigo Nation, London Bridge, Louis Philippe, John Miller, Turtle, Peter England, Hurr, Srishti, Ethnicity, Gini & Jony, Mini Klub, VIP, Skybags, Caprese, Lavie and much more.

About Brand Factory:

Brand factory is India's only discount fashion destination with over 69 stores in 28 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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