

fbf launches special kids festive collection with the gorgeous actress Priyanka Upendra and her adorable child

Bangalore, 22nd September 2017: fbb, the fashion destination by Future Group launches a special collection for kids at fbb Big Bazaar, GT World Mall, Magadi Road in Bangalore. The new range of kids apparel was unveiled by the extremely talented and versatile actress Priyanka Upendra and her child.

The kids collection is designed keeping in mind the festive season and offers a wide variety of options in ethnic wear such as cute kurti's, churidhar, chaniya choli in bright shades to trendy fusion wear, comfortable & colorful casual wear for children.

Speaking about the launch **Rajesh Seth, COO at fbb**, says, "Today, kids understand fashion and have their own sense of style. The new kids collection will help parents to give their children the best of fashion for all the festive celebrations that are around the corner."

Commenting on the new collection the beautiful **Priyanka Upendra** says, "Being a mother myself I understand how difficult it is for parents to ensure that they buy the best clothes for their kids both in terms of quality and fashion. After seeing the new festive kids collection at fbb, I am sure all parents are going to make the most of it."

The festive collection is available at fbb Big Bazaar, GT World Mall, Magadi Road in Bangalore.

About fbb

fbf 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 288 stores including 54 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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