

fbb unveils the latest ethnic festive collection with the ravishing Ileana D’Cruz

Delhi, 23rd September 2017: fbb the popular fashion destination by Future Group launched a whole new range of special ethnic collection with **Bollywood diva Ileana D’Cruz** at the fbb store at the **Great Indian Place** mall in **Noida**. In line with the festive season the new ethnic range features **five exclusive** collections like the **Rajdhara, Neera, Lavanya, Firdaus and Manjari** which marry tradition and style in stunning ensembles.

Starting with **Rajdhara**, this range presents a traditional mix of auspicious reds, golds and beige and inspires the story that celebrates a newlywed bride. **Lavanya** range features styles with jewel tones of pink mixed with off whites and royal shades that celebrates beauty with a common thread of gold running throughout the collection. **Manjari** collection includes designs in saintly saffrons & oranges diffused with feminine pinks and purples narrates the story of a garden in full bloom. **Neera** collection offers a refreshing palette of cool aquatic colours like hues of blues, added to shades of green fused with flowy silhouettes and accents of gold. **Firdaus** an ethereal collection made with colors like off white, beige and gold with accents of black inspired from the old world charm of the gone by era.

Speaking about the collection at the event **Rajesh Seth, COO at fbb** says, “We are extremely happy to have Ileana, an extremely glamorous and talented actress to unveil the ethnic festive collection at fbb. The entire range features fresh stylish and traditional designs with a twist, which is sure to enhance the festive celebrations for all our consumers.”

Expressing her views on the ethnic range the gorgeous **Ileana D’Cruz** says, “I must say the entire range is extremely impressive, it displays a lot of richness with elegance. The designs are traditional yet modern, which makes it a must have for every women out there. The collection has end number of styles making sure that is something for everyone.”

The new ethnic festive collection is available at all fbb stores in the country.

About fbb

fbb 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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