

fbb** presents 'Style Se DilJeet' featuring superstar Diljit Dosanjh**

Creates a grooving musical video sung by the talented Diljit

National, 22nd May 2018: fbb recently appointed the versatile superstar Diljit Dosanjh as its brand ambassador. In addition to Diljit, fbb will continue to have heartthrob Varun Dhawan and style icon Katrina Kaif as their brand ambassadors. To introduce Diljit and the all new collection, fbb has created an interesting musical campaign called, 'Style Se DilJeet'.

Executed by DDB Mudra, the campaign is a musical video which is a fusion of western rap with Punjabi lyrics. 'Style Se DilJeet', portrays Diljit in a never seen before stylish avatar. Diljit grooves in swag to a very energetic and peppy music sung by himself. He shows off his stylish self while unveiling the fresh fashion collection for men across casual, party, formal and ethnic range. Owing to his strong following in North India, the campaign has elements of Punjabi music and fashion apparel that is popular in that region.

Speaking about the campaign **Prachi Mohapatra, CMO, fbb** India says, "We are extremely happy to have talented personalities like Varun Dhawan, Katrina Kaif and now even Diljit to endorse fbb. Diljit's popularity will introduce the brand to his huge fan base, especially in North India. Style Se DilJeet is a very strong campaign thought. It not only represents Diljit but also gives out a style motto to all our consumers and his fans."

Commenting on the campaign **Ashish Phatak, Executive Creative Director - DDB Mudra West** says, "Having a brand ambassador like Diljit inspired us to think of this as content, more than a traditional product ad. And so we found a way to weave in our brand story with his musical content that fans really relate to."

As the official partner of the Indian Premier League, the campaign is promoted at all matches during the league. The campaign is screened at cinemas featuring movies like 102 Not Out, Raazi and also at the airport digital screens. Metros in Mumbai and Delhi are fully covered with special campaign designs and also displays the collections inside the metro. Through various consumer engaging activities the campaign is being promoted across all fbb social media handles, fbb stores and OHH platforms.

Link - <https://www.youtube.com/watch?v=OpldbOB77kg>

Credits

- **Creative Agency:** DDB Mudra Group

- **Creatives:** Rahul Mathew, Ashish Phatak, Sanket Wadwalkar, Godwin Dmello, Gagandeep Bindra, Amol Suryawanshi, MayurGawkar
- **Account Management:** Rajiv Sabnis, Anurag Tandon, Rakesh Varma, Hemant Joshi
- **Account Planning:** Amit Kekre, MehakJaini, Ketan Rambhia, Saurabh Bharadwaj
- **Films team:** Vishal Sane, Meenaz Lala
- **Production House:** Jump Films
- **Director:** Gifty

About fbb

fbf has been the face of affordable fashion destinations in India since 2008. With its stance of being India's Fashion Hub , 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 stand alone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

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