

fbb launches 'Always Hatke' campaign starring Varun Dhawan

fbb has launched their latest brand campaign, 'Always Hatke' starring Varun Dhawan. Celebrating the uniqueness of Varun Dhawan, fbb has launched the campaign which is an expression of style and energy that Varun showcases and is reflected in their new collection.

The central theme of the campaign, conceptualized by DDB Mudra West, is to capture the quirk that Varun brings with his persona. Varun is energetic, versatile and has a connect with the masses. His entry and his essence is Hatke; his style and his move is also Hatke; so is his charm and his vibe. So, fbb celebrates Varun like he is – Always Hatke.

In the new TVC, Varun is seen making entries at a restaurant, gym and award function in his Hatke Style while unveiling fbb's new men's collection across casuals, athleisure, formals and party wear. Resonating with Varun's personality, he showcases the new collection which is classy and peppy in terms of colors and prints.

Talking about the ad campaign, Prachi Mohapatra, CMO, fbb says, "fbb has always represented the youth's style and their choices for latest fashion trends. We are delighted to have Varun Dhawan as the face of the campaign as he aptly represents the thought behind our new collection and it syncs with his energy and his unique style."

Ashish Pathak, Executive Creative Director, DDB Mudra West added, "Varun's peppiness and always energetic attitude is what inspired us to create this campaign. Varun Dhawan is the youth icon who always adds his own touch of quirk to everything. His charm, his style and his moves, which are always 'hatke' have always been loved by the youth and so we decided to celebrate all things Varun and all things fbb just the way they are – 'Always Hatke'."

The TVC has been launched with an episode on Koffee with Karan featuring both the brand ambassadors of fbb, Varun Dhawan and Katrina Kaif. The campaign also gained a lot of eyeballs with the fbb's Instagram handles showcasing 100 hatke looks with Varun. The 'hatke merchandise' as they call it, is also available online on their website. Along with this, they have also engaged users by asking them to share their hatke styled pictures and the winner, chosen by Varun himself, will get to pose with him in the hatke avatar.

The campaign has been launched across TV, print, social media and OOH.



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 352 stores including 67 stand alone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.