



Press Release

**Fashion@Big Bazaar to usher 'London Dreams Fashion'
Exclusive collection Now in Big Bazaar Stores across the country**

Get the style statement of the stars with 'London Dreams' Fashion collection

Mumbai, October 22, 2009: Big Bazaar, India's largest hypermarket chain, a part of the Future Group, today announced the launch of the exclusive **Fashion@Big Bazaar 'London Dreams' Fashion Collection**, a range of exclusive apparel, which captures the style statement of the 'London Dreams' cast. Big Bazaar stores across the country will showcase the very youthful apparel and fashion specially created for the stars of London Dreams. With an intention to fulfill the dream of dressing up the youth, and '**Fashion jo Star bana de**' promise, Fashion@Big Bazaar will have the youthful collection from 14th October onwards.

'London Dreams Fashion Collection' is inspired by the underlying theme of the movie, which is youthful and stylish. The styling captures the individual style statement of its characters played by Salman Khan and Asin – The Fashion@Big Bazaar ambassador, Ajay Devgan and Ranvijay Singh. The collection includes and features men's casual wear including shirts, t-shirts, and denims; while the women wear collection includes tops, t-shirts and denim. The collection is very easy on the pocket and is very affordable ranging between Rs. 199/- to Rs. 399/-.

Shoppers can pick up the special 'London Dreams' apparel, enter a contest and win 200 tickets to the movie across the country. They will also get a chance to win 1000 music CDs of the movie.

Said **Mr. Sanjeev Agrawal, Concept Head, Fashion@Big Bazaar**, "Today's youth emulate their stars and the latest trends portrayed by them in their films. Fashion@Big Bazaar has been launched to give every youth in the country an access to the latest in fashion at affordable prices. This tie up for exclusive 'London Dreams' merchandise will allow us an opportunity to dress the youth one more time. The movie is about friendship & music and has a very youthful treatment and hence we at Fashion@Big Bazaar have launched this collection inspired by the style statement of the stars."

Big Bazaar has been associated with several films in the past and has created merchandise for films like Hanuman, Krrish.

London Dreams association with Fashion@Big Bazaar has been initiated and executed by Go Fish Entertainment Pvt. Ltd.

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