

**FOREVER 21**



## **Forever 21 announces a one of a kind Crazy Shopping Weekend in Ahmedabad**

*Gear up for an exciting fashion haul with flat 50% on all garments and accessories*

**Ahmedabad, May 17, 2018:** Forever 21, the most loved international fast fashion brand from Los Angeles, California, and part of Aditya Birla Fashion and Retail Ltd. is all set to sweep Ahmedabad away with a first of a kind crazy shopping weekend from the 17<sup>th</sup> - 20<sup>th</sup> of May at their standalone store in Vivan Square.

Forever 21 is offering a flat 50% off on all garments and accessories at the store with a special buy 1 get 1 offer. To mark the celebrations, Forever 21 is introducing an exhilarating offer for each day of the sale with an intriguing twist that is sure to enthrall shopaholics.

The F21 Crazy Weekend offer kick-starts on the 17<sup>th</sup> of May followed by a special giveaway of Rs. 1000 gift vouchers to their first 200 customers on the 18<sup>th</sup> of May.

On the 3<sup>rd</sup> day of the crazy sale, Top 3 customers will receive gift vouchers worth Rs.10,000 each. The final leg of the crazy sale will witness a drop box that will be set up for customers to drop in their bills. Every hour a bill will be picked up and lucky winners will receive gift vouchers worth Rs. 3000 each.

Forever 21 also empowers shoppers by introducing the priority pass. Customers may log on to <https://www.eventjini.com/AhmedabadCrazyShoppingWeekend> buy a priority pass worth Rs. 2000 and get additional shopping worth Rs. 500. Terms and conditions apply.

### **About Forever 21**

Forever 21 is a California-based fast fashion brand that entered the Indian market in 2010 and has considerably grown since then. With 21 stores in major cities in the country, it has built a strong market for itself and has already become a brand of choice for many fashion conscious women.

In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion

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player in India, with a strong foothold in the women's wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website ([www.Forever21.com/In](http://www.Forever21.com/In)) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

## **About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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