



## Central launches *#StripToShorts* with Rakul Preet Singh

The popular actress unveiled the campaign in a fun event at Punjagutta Central

Central, the flagship retail format of Future Lifestyle Fashions, today launched its *#StripToShorts* campaign at the Punjagutta Central. The campaign was unveiled in an exciting event by popular actress Rakul Preet Singh.

With the onset of summer, the Strip to Shorts campaign by Central is perfectly timed. As the hottest time of the year is here, Central has brought to shoppers the best collection of shorts along with amazing offers to chill with this summer. With the rising mercury level, shorts seem to be the best thing to laze around in.

With Central's *#StripToShorts* campaign, fashionistas can now buy shorts for simply nothing at all Central stores. Shoppers can now buy shorts worth Rs.2000 and get Rs.1000 cashback on Future Pay. Additionally, they will also get after-shopping benefits worth Rs.1000 on Food or Gold class movies.

Vishnu Prasad, CEO at Central, said "With the onset of summer, fashion becomes all about being comfortable. With this thought, we have launched the Strip to Shorts campaign. Shorts is one thing that is fashionable yet comfortable which makes it perfect for summers."

The launch saw popular actress Rakul Preet Singh talk about Central's *#StripToShorts* campaign. The audience also got to click a few selfies with her and were super exhilarated.

### **About Central:**

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including men's-wear, casual wear, ethnic-wear, women's-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Baroda, Indore, Vizag, Patna and Surat. At present there are 33 Central stores present in 20 cities operating over 3 million square feet of retail space across India



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