**Media Alert**

 For Immediate Release

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**F&F Grand Opening Celebration**

*British fashion brand opens first store in Holyoke Mall*

**WHAT:** F&F - A quality, international, ‘of-the-moment’ fashion brand, at amazing prices has opened its doors and will hold its Memorial Day Grand Opening event on May 24th in the Holyoke Mall. The brand is a British inspired international fashion label that has a broad range of affordable fashion for Men, Women and Children. F&F is the only clothing brand that is owned by Tesco, the third largest retailer in the world. The event will commence with a special giveaway to the first 100 customers alongside with surprise giveaways, DJ and much more.

**WHEN:** May 24, 2014 – Saturday from 10AM – 6PM ET

**WHERE:** **F&F** - Holyoke Mall at Ingleside, 50 Holyoke St., Holyoke, MA (located on the Upper Level near JCPenney)

**About the Holyoke Mall:**

**Holyoke Mall at Ingleside** is a 1.6 million square foot enclosed shopping center in Holyoke, MA that is located at the “Crossroads of New England” at the Intersection of I-90 and I-91, drawing customers from four states including MA, CT, VT and NH.  Western New England’s largest shopping destination with over 18 million visitors per year, Holyoke Mall has nearly 200 specialty shops, restaurants and department stores including Macy’s, Target, Apple, Pottery Barn and Uno Chicago Grill.  For more information regarding new stores and special events, please visit [www.holyokemall.com](http://www.holyokemall.com).  You may also follow us on Facebook [www.facebook.com/holyokemall](http://www.facebook.com/holyokemall) and Twitter [www.twitter.com/holyokemall](http://www.twitter.com/holyokemall).

**About F&F:**

F&F is a British inspired international fashion label that has a broad range of affordable fashion, for men, women and kids. Owned by Tesco, the third largest retailer in the world, F&F is now among the top fashion brands in Europe with over 1,600 locations worldwide. F&F stores feature clothing for men, women and children ranging in age from newborn to 14 years, as well as footwear and accessories. One of the latest retail brands to be represented by Retail Group of America in the US region, F&F plans to open further stores in the United States in 2014. For more information: [www.clothingattesco.com](http://www.clothingattesco.com/) and [www.facebook.com/FandF.US](http://www.facebook.com/FandF.US)