



An attitude called: Footloose

The Dream:

Footloose breathes to partner the youth in creating and developing an environment for them where there are no inhibitions to 'be who they are'. It is the freedom to express oneself in spirit and in action.

The Yearning:

To be the world of freedom for every youth - by creating innovative and exciting personal elements of casual accessories (bags) & travel gear. Leaving them with all the freedom to be who they are or be what they want to be.

Born:

2000



Who am I:

Footloose is the only brand which recognized youth as a separate class from the whole spectrum of consumers and identified with them for their needs of bags and backpacks. And thus became the first ever and the only dedicated youth brand of casual bags.

Some of the oft remembered and adored ranges include Tangerine (inspired from basketball), Viva and No 10. Footloose was a rage amongst the trendy & fashionable youth of the time. After a rocking start and growing success, Footloose silent for quite some time and now we're back in action with a brand new range of bags.



All things Unique n Funky :

Footloose offers a wide variety of bags like backpacks, daypacks, messenger bags, shoulder bags, duffels, duffel trolleys, waist bags, slings and so on. Known for its range of simple & stylish to thoughtful & funky designs; and coming from the house of VIP, one can always trust it for its design and quality. You could carry them with élan to college, classes, cafes, night outs, parties, treks, picnics, journeys and so on.

The Fun lies in the details:

A few of the features you might find in a Footloose bag include concealed water bottle holder, zip-pouch on the shoulder strap, hidden pockets at the base, water repellent fabric, iPod/cell phone pockets, organizer with a key ring, padded back and shoulder straps and bright lining to increase visibility inside the bag.

Pocket Money? :

Targeted towards the youth, Footloose offers high-quality casual bags to suit varied occasions, in the price points of Rs 1,000–2,500.



come, Be Footloose:

Footloose is the youth's haven. It's a world devoid of limitations and full of dreams and passion. It belongs to the youth who say **'I am who I am and I am comfortable that way'**.

In a league Of Our Own:

We believe that what makes Footloose click every time is its unconventional approach to everything, right from its range of products to the varied stuff we do.

So, tell us :

How Footloose Are You?