



KHAADI OPENS FIRST EVER STORE IN ABBOTTABAD

Abbottabad, 22nd March, 2019:

Khaadi, Pakistan's premium retail and lifestyle brand, opens doors to a 9378 sq. feet store in Abbottabad, their first ever in the city. Located at Manshera Road, against a beautiful backdrop landscape, this new store is home to Khaadi's unstitched and ready to wear product lines, in an ambience of detailed decor and contemporary style.

The much-anticipated store aims to invigorate and enhance the retail experience for customers. 'Khaadi's new retail space in Abbotabad will continue to express the brands fondness of storytelling through an intimate, personal and architectural atmosphere.

said Anjum Nida Rahman, Director Corporate Communication. 'We expanded our footprint in Abbottabad, because we want Abbotabad to experience Khaadi,' added Anjum.

Khaadi, which began its humble journey in Pakistan 20 years ago, continues to revitalize the brand within the country and translate the sound footing it possesses into new markets, such as most recently Khanewal and now Abbotabad.

For over twenty years, Khaadi has retailed in beautifully designed stores and are recognized as the Pride of Pakistan. They introduced color to the country's fashion sensibility, adding multiple concepts to become one of the largest ethnic apparel and lifestyle retailers in Pakistan.

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About Khaadi

Khaadi is Pakistan's leading fashion retail brand with **44** stores in Pakistan and 21 stores in the UAE, UK, and Qatar.

Media Inquires

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