

## Press Release

### Khaadi celebrates 20<sup>th</sup> Anniversary by opening its 45<sup>th</sup> store in Pakistan

**[Karachi 13th December 2018]:** Pakistan's premier fashion retail brand Khaadi opened its 45<sup>th</sup> store at Com 3, Bilalwal Chowrangi 20 years to the day it first opened its doors at Zamzama.

CEO Shamoan Sultan and Khaadi's management were present to welcome customers. "This is what Khaadi does. For twenty years we create a market for our clothes and a unique and customized retail experience to complement them. We celebrated with our employees and now, Khaadi says thank you to its customers by giving them a new store"

The store at COM 3 is Khaadi's 8<sup>th</sup> flagship store and covers over 18000 square feet of retail space, offering customers unstitched, ready to wear, home and kids. The store features escalators and a stunning installation artist Sohail Abdullah; a part of Khaadi's philosophy to showcase Pakistani artists and craft.

The company is celebrating "20 years of a vibrant you" at their Head office, Pakistani and international stores. Khaadi's inspiration is global ethnic fusion and it takes pride that its clothes offer something for every woman. Speaking about the campaign Khaadi's Director Corporate Communication said "Wearing Khaadi makes you feel vibrant, confident, comfortable and classy. We believe you should never stop discovering who they are and we enable you to feel you are."

Khaadi's first store opened on 13<sup>th</sup> December 1998 and grew from a 400 square foot space to over 550,000 square feet in two decades. The company employees 1125 employees in Pakistan and 195 employees in the UAE, UK and Qatar.

#### **About Khaadi:**

Khaadi is Pakistan's premier fast fashion and lifestyle brand. It currently operates 45 stores, in 17 cities across Pakistan and 19 stores across UK and the GCC, offering a wide range of products from apparel for women, men and kids to home-textiles, in both printed and hand-woven fabrics.

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