

## Khaadi to open 200 fabric stores across Pakistan; introduces Destination stores concept to enhance retail experience

Daska, 8<sup>th</sup> March 2019 – Pakistan’s premier retail brand Khaadi opened two unique stores at Jhelum and Khanewal and are part of the to brand’s two-year plan to open 200 fabric stores across Pakistan and democratise fashion by making it available to everyone.

Khaadi thrives on innovation and believes this new concept will invigorate and enhance the retail experience for customers. The new store draws inspiration from Khaadi’s archive of images with designs that bring a textual human scale experience to a retail environment. Khaadi’s new fabric store design reflects the brands commitment to sustainability within an intimate, personal and architectural atmosphere.

The Daska store located on College Road inside the city limits, is surrounded by the hustle bustle of the market making it a unique shopping experience for the entire family. Whereas, the Khanewal store is located on the Multan Road turnoff and offers customers a picturesque seating area outside the store and a spectacular view of the Punjab landscape.

We believe our clothes are the fabric of Pakistan. We want our customers from Glasgow, to Bahrain to Daska to enjoy the entire Khaadi experience. It has been our endeavour to enhance customer experience at our stores with superior merchandise, service and the overall shopping ambience. Fabric, is our most popular concept so we will use these locations to bring our brand to the city and designs to stores’- said, Shamoos Sultan “Khaadi loves Pakistan. It has made us the global brand we are today. Our destination stores enforce our brand’s love for the country by highlighting its beauty and giving customers the opportunity to see Khaadi in a unique and engaging location,” he added.

Fabric stores are single concept stores that are designed to cater to three separate target audiences. The Daska and Burewala shops are alongside other brands and cater to the customers who shop in the main clothing market of the city. London Town, Hyderabad and Sheikhpura Road, Faisalbad cater to suburban customers and Jhelum and Khanewal are unique shopping destinations for residents, visitors and travellers.