



## WEEKEND TO OPEN WITH KHAADI'S ABBOTABAD AND BUREWALA STORE

**Burewala, 23<sup>rd</sup> March, 2019:**

Khaadi, Pakistan's premium retail and lifestyle brand, opens doors to a 2000 sq. feet store in Burewala, their first ever in the city. Located at Multan Road, this new store is home to Khaadi's unstitched and ready to wear product lines.

The much-anticipated store aims to invigorate and enhance the retail experience for customers.

"Khaadi's new retail space in Burewala will continue to express the brand's fondness of storytelling through an intimate and personal atmosphere," said Anjum Nida Rahman, Director Corporate Communication. "We expanded our footprint here, because we want Burewala to experience Khaadi. Starting today, the launch of our Burewala store will allow Khaadi to be even more accessible for customers in interior parts of Punjab complementing our existing physical stores," she added.

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 Abbottabad and now Burewala.

For over twenty years, Khaadi has retailed in beautifully designed stores and are recognized as the Pride of Pakistan. They introduced colour 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 48 stores in Pakistan and 21 stores in the UAE, UK, and Qatar.

### **Media Inquires**

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