



Press Release

AHLAN BAHRAIN! KHAADI OPENS OVER 4000 SQ FEET NEW STORE!

[Pakistan, 15th March 2019]: Khaadi, Pakistan's premium retail and lifestyle brand opens doors to a 4026 sq. feet new international store in Bahrain, their first ever in the country. Located at the City Centre Bahrain, 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 design philosophy of Khaadi's new international store features beautiful displays, dazzling colors and harmony. Khaadi thrives on innovation and believes this new store will invigorate and enhance the retail experience for customers. The bold use of simplest of materials like raw finished surfaces, natural wood and stone echo the essence of nature, rooted in Khaadi's philosophy.

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 international markets; Bahrain being their 21st store to launch internationally.

For over twenty years, Khaadi has retailed in beautifully designed stores and are recognized as the Pride of Pakistan. Khaadi introduced color to the country's fashion sensibility, adding multiple concepts to become one of the largest ethnic apparel and lifestyle retailers in Pakistan. Being Pakistan's most loved iconic fast fashion retail force, Khaadi is inspired and is aggressively establishing its footprint across the world.

For more information, please visit:

Website: www.khaadionline.com/pk/

Facebook: www.facebook.com/khaadi

Instagram: www.instagram.com/instakhaadi

Twitter: www.twitter.com/khaadi

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For further press and publicity queries please contact Jaffer Ali, jafferali@lotuspk.com, +92 302 848 99 55 or Saba Javed, sabajaved@lotuspk.com, +92302-8584455at Lotus Client Management & Public Relations

