

Chapter 2 opens three stores in twenty-four hours.

Islamabad, Lahore and online stores are open for business

ISLAMABAD 13th July 2018: Chapter 2, Khaadi's minimalist, hand-woven, hand-crafted label made history today by opening three stores in twenty-four hours in Supermarket, F6 Islamabad, Minimarket Lahore and chapter2.com. The two stores covered a combined retail space of 7000 square feet, while the online store will give customers the opportunity to purchase Chapter 2's unique styles and bold monochromatic silhouettes.

"Chapter 2's stores are designed to look like art spaces and are in perfect harmony with the clothes within them. We want our customers to feel like they are wearing clothes inspired by art and our rich cultural traditions but designed for today." Said CEO Shamoos Sultan. "We opened three stores in a day because, we can." he added. "We had an incredible response to Chapter 2 in Karachi and our customers Lahore and Islamabad asked us to open the label here and we obliged."

Chapter 2 broke the monotony of the local fashion scene last year by introducing minimalistic designs in contrast to the prevailing busy, multicolored, multi prints. The label is clean, bold, contemporary and mostly monochromatic. The store's average monthly footfall has been assessed to be up to 20,000 ever since its launch.

Chapter 2's mainline products consist of Women's Apparel, accessories, bags and shoes in addition to products like home textiles, ceramics, metal-ware, and stationary items which allow the buyer a complete lifestyle experience.

About Chapter 2

Chapter 2 is new brand launched by Khaadi SMC Ltd. It is a revival of Khaadi's original fashion ethos and is a contemporary representation of hand crafted textiles.