

## **An Experience Like No Other**

**11<sup>th</sup> March 2023, Lahore, Pakistan** Khaadi welcomes you to the Experience Square in Lahore in DHA Y Block, a prestigious thoroughfare in Lahore's high-profile shopping district.

The Experience Square occupies a newly built structure with four floors, each designed for connection and discovery. This multi-level store features a striking all glass façade which generates an inside-out feeling amplifying the retail experience.

The Mark of Expression is a tangible symbol of the brand which represents everything Khaadi is: expressive heritage, values, people and offerings. The metal and glass retail building is topped with this Mark of Expression looming over Y Block with its inviting atmosphere and contemporary design.

The transparency of this structure allows natural light to penetrate and create a sense of openness and spaciousness. Large glass panels are used extensively in the design, providing scenic views of the surrounding environment.

The basement is dedicated to Fabrics, where you descend the staircase from street level and immediately step into an explosion of creativity and colour. Fabrics are creatively displayed on mannequins, enabling you to visualise and experience the flow and drape.

In addition, Khaadi has introduced a convenience line of tailored fabrics into ready-to-wear pieces to cater to your busy schedule.

The basement sees exposed columns and arches accented with hand painted Khaadi motifs. You will witness these icons along a series of carefully designed sequences throughout the store.

Stepping into this groundfloor, you will be stunned by a suspended elliptical mesh created by Sohail Abdullah, which serves as a focal point, spanning all four floors. The artwork is made with a mesh of galvanised steel wire in hues of the Khaadi Orange, woven in the primordial weave used to make fabric. The resulting piece appears translucent, flowing, and weightless.

The floors, walls and ceilings of the ground floor are covered with natural colours that give neutrality, warmth and originality to the space, providing an ideal texture to showcase Ready to Wear and Accessories. You will also discover a designated gifting area, which offers the convenience to wrap gifts bought at the Experience Market. Nestled in the corner, the Khaadi olfactory experience is curated to immerse you in a sensory journey, enabling you to discover your scent.

Boasting a sprawling bright space near the fitting rooms, is the light box, illustrated by designer Madiha Sarwar and executed in 3D by Suleiman Faisal. Full of life, colour, bold shapes and imaginative compositions, this art represents the fierce and fashionable Khaadi woman. The controlled use of light combinations changes the perception of the artwork; allowing customers to perceive and feel the space differently.

The mosaic stairs come alive with the hand painted arches that lead you into the first floor, which is an extension of Ready To Wear.

For those who are willing to try styles that can exalt your search for refined and contemporary femininity, including shoes and accessories, this entire space is made to disrupt and transform.

Designed to inspire creativity, a fashion runway hand painted in a stunning colour gradation by Syed Phool Badshah will immerse you in a selfie walkthrough.

The light, the artwork and the experience will draw your eyes upwards. With a sophisticated monochrome interior and specially designed lights, the second-floor aesthetic is a homage to the design language of our premium range.

Enhancing your sense of comfort on the fashion lounge, bespoke lounges are created for you to pause, sit back and relax in between your power shopping trip. With personalised service, you can expect a fashion expert to be readily available to assist and recommend style options for festive occasions.

With the explicit attention to detail ranging from textures to color patterns, the kaleidoscopic world of Khaadi unfolds.