

## **1<sup>st</sup> April 2023 The Experience Hub – Lucky One Mall**

A colorful, fun and funky environment characterizes Khaadi's newly opened Experience Hub in bustling Lucky One Mall, Karachi.

Drawing on the brand's origin, this immersive space is inspired by the brand's iconic designs applied to a modern setting juxtaposed with iconic Khaadi imagery which sets the tone for a highly engaging visually stimulating in-store experience.

Additional brand nodes are reinforced throughout the store, including an orange galvanized mesh structure made by Sohail Abdullah, a light box illustration by Madiha Sarwar and LED screens that will be constantly updated with the latest brand assets.

With an ambition to combine the classic with the contemporary Khaadi's bright colors, bold contrasts, and trendy lines, all seen at the Experience Hub bring preppy style into a new perspective.

This format breaks away from the classic fashion scheme with a young approach that favors uniqueness and newness, giving visibility to up-and-coming collections with a precise identity.

The Experience Hub includes corners that are conceived to house a rotating mix of concepts, Ready To Wear, Shoes, Accessories, Fragrances, Khaas and Fabrics.

Bold stripes and striking geometric prints are spliced together; azure blue, hot pink, burnt oranges evoke a sense of wanderlust as you explore Chapter 2.

Customers will also discover our designated gifting area, which offers the convenience to wrap gifts bought at the Experience Hub. The Home area follows suit with the addition of a dining space and lounge filled with an array of new drops. To celebrate its opening, the Experience Hub will feature a personalization service for customers, who can opt for a monogram of their choice to be embroidered onto cushions, towels and tees. This creative corner represents an amalgamation of all the signatures that make Khaadi what it is today—that is, a brand central to the youth/pop culture.

Occupying over 30,000 square feet, the Experience Hub is inspired by sophistication and minimalism. The display in its entirety is distinguished by its understated, minimalist design and structural arches that punctuate the organization of the space. From eye-catching branding installations to multifunctional merchandise carriers, the essential and clean line structures will allow customers to engage with our products in a whole new way.

The Experience Hub is a new cultural venue with more than a passing interest in the world of food; located inside is the Khaadi Kafe, serving the very best of our city. Being a natural extension of the retail space, the Khaadi Kafe not only offers an enclosed area for those who want a more personalized experience but also one which overlooks the beauty of the store.

The Khaadi Experience Hub at Lucky One Mall is opening its doors to customers with a rendition of Kreate Your Mark; a non-profit platform through which women entrepreneurs will be given a chance to showcase their product line and receive 100% of the sales contribution.

Designed keeping the customer front and center, the Experience Hub is created with experiences and social storytelling at its core. Every part of the Khaadi Experience Hub has been carefully redesigned,

revolutionizing the customer journey at every stage and challenging the status quo of a normal shopping experience.

Stop in for a power shopping trip, a cup like you've never had before, or stay a while and take it all in, because there's no wrong way to experience The Khaadi Experience Hub.