

Khaadi x Esra My Symphony

A fusion of heritage and modern design

Karachi 11th December 2020. Khaadi, Pakistan's leading fashion retail brand, launched Khaadi x Esra My Symphony winters biggest campaign. It depicts a multifaceted woman, strong and independent, spirited, progressive and rooted in tradition.

Khaadi and Esra Bilgic were an instant connect as they share similar traditions. The brand speaks the language of fashion that transcends borders. This collaboration is a fusion of heritage and modern design inspired by global culture.

Khaadi x Esra My Symphony is a beautiful blend of tradition and modernity, drawing inspiration from timeless motifs and vibrant colours. It is an exuberant display of designs, on fabrics that can only be described as exquisite. As versatile as the personality that wears it, this collection expresses strength, independence, versatility, progression grounded in tradition and values.

About Khaadi

Khaadi Corporation Private Limited is Pakistan's premier fashion retailer, with three brands (Khaadi, Chapter 2) selling in over 60 stores across Pakistan, GCC and the UK and online in 5 countries.

Final Revised:

Khaadi speaks the language of fashion. Our creative expression is a fusion of heritage and modern design inspired by global culture. For us, fashion transcends borders. It connects people through tradition, drawing inspiration from timeless motifs and vibrant colours. Khaadi's collaboration with Esra Bilgic celebrates this. Khaadi x Esra, **My Symphony**, portrays a multifaceted woman, **strong** and independent, spirited, progressive and rooted in tradition.

Key Messages for Khaadi x Esra Campaign:

1. Khaadi speaks the language of fashion. **OK**
2. We believe design inspiration transcends borders. **OK**
3. Esra Bilgic and Khaadi were an instant connect as our countries share a culture seeped in Islamic ideology and tradition. We draw inspiration for our designs from this rich heritage. **OK**
4. This collection has global appeal. It reflects the strength of a woman; vibrant, independent, progressive but rooted in traditions. **OK**

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