

Kreate Your Mark Launch Event – Celebrating Women Entrepreneurs at The Khaadi Experience Hub

11th November 2022, It was a big hit moment at yesterday's Kreate Your Mark launch at the Khaadi Experience Hub, Dolmen Mall Clifton. The evening featured our passionate Kreate Your Mark Creators, Ayesha Basit (Ayesha Accessories), Rahma and Javeria (PJ's Jars) and Fariha Arsalan (Interlace) who are showcasing their promising products.

The evening was a great opportunity for the Kreate Your Mark Creators to not only connect with the customer but also other incredible women who aspire to join their journey.

The 'Kreate Your Mark' ethos embodies the entrepreneurial spirit of Shamoos Sultan. This platform is paving the way for women entrepreneurs in Pakistan to own their ambition, by allowing themselves to dream big. It aims to accelerate economic empowerment by providing support to build the necessary business acumen, through connecting and collaborating.

As the Founder & CEO of a pre-dominantly women's brand, the impetus to launch this platform centers around economic independence for women and a belief that not everyone will champion and understand their dreams.

"I believe in individuals who dream fearlessly to create their own mark" – said Dreamer, Founder & CEO Shamoos Sultan

Through this platform, Shamoos hopes to enable women entrepreneurs to pursue their passion, embrace their ambition and create their mark by providing access to prime locations within Khaadi stores and to Khaadi customers, as well as business related guidance through his skilled team.