

24th February 2024- Khaadi, Pakistan's leading retail brand continues its trajectory of going global with the opening of its first Experience Store in the United States.

CEO International Business, Rehan Syed explains, 'The opening of the Experience Store in Tysons Corner marks a significant milestone towards achieving our expansion objectives in the United States, which is one of our primary markets for the upcoming years. We are very excited to bring our brand experience to America for the first time.'

The highly anticipated store, located at Tysons Corner, Virginia is designed with a modern yet minimalistic spirit and comprises a selling space of over 5000 square feet, offering a mix of traditional and modern elements in their ready-to-wear assortments and accessories.

Khaadi with its vibrant colors, intricate craftsmanship and connection to Pakistani culture and heritage promises to provide customers with versatile on-trend style solutions. The Experience Store is not just a store, it's an expression of their passion for design, culture and a meticulously crafted customer journey.