



Sapphire flagship store in Emporium Mall, Lahore

In lieu with this market shift, Sapphire recently opened doors to its biggest store, sprawled across 1,300 sq ft, at Lahore's expansive Emporium Mall. From ready to wear kurtis to unstitched fabric, the store hosts a wide range of attire for men and women. A high-street brand introduced by one of the largest names in textile industry, Sapphire is celebrated for combining 100% pure fabric with unprecedented design aesthetic to create designer wear at an affordable price. Along with their regular prêt and unstitched collections, the new store also has a greater range of accessories and shoes for men and women.

Store designer, Yousaf Shahbaz of Strata, has incorporated several experience enhancers; from an in-house café called 'Delish for Sapphire' that serves savouries, tea, coffee and confectionery to a kids' play area that will keep the mothers at peace throughout the visit.



Nabeel Abdullah, Director at Sapphire, said that "We have received tremendous response from our flagship store in Karachi and look forward to providing the same in terms of fabric, designs and service to our patrons in Lahore. The idea is to sell a 'designer' product at an affordable price to all."

With Khadijah Shah of Elan as its creative backbone, Sapphire believes in bringing a little bit of magic with every design that inspires and indulges you. Their beautiful, intricate prints and modern cuts have made Sapphire a household name in fashion and retail in a

very short span of time. From casual prêt, formals, unstitched lawn to accessories, Sapphire is known for its quality and chic.

"With this store, we want to expand into new lines," says Nabeel Abdullah, Director at Sapphire. "The café has been set up, we recently launched a capsule jewelry line and we have begun retailing foot-wear. Soon we also plan to expand into home accessories and textiles."

According to Nabeel Abdullah, a similar concept store is on the cards for Karachi. As long as they keep an eye on quality and focus on original, creative design, this brand's getting stronger. ♦