

# Avirate goes from strength to strength



The concept of Avirate came into being with the aim of amalgamating international trends and fashion at a value that would be affordable to the South-East Asian woman. With design inspiration arriving from the catwalks of Paris and London, concepts from runway silhouettes are converted into phenomenally fashionable garments that are wearable and a commercial success.

Launched in 2010, Avirate's strengths have enabled the brand to offer a complete dress solution from head to toe catering to every fashion need of their customer. Now, with five stores in Sri Lanka and seven stores in India, Avirate aspires to reach the rest of South-East Asia, the Middle East and the Far East in the near future, and foresees additional store openings in Mumbai, Pune and Noida.

Additionally, with online retailing having revolutionised India's retail market and

amidst the boom of increasingly sophisticated online buyers, Avirate also has an important presence on some of the leading e-commerce sites in the region, namely, Myntra, Jabong, Zivame and the latest addition, Flipkart.

Proudly Sri Lankan, Avirate is making its way into every major city in two emerging markets, and ultimately hopes to reach the wardrobe of every fashionable woman in the world.