

# Avirate launches Autumn and Winter collection and expansion plans

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Power Play corporate wear collection

Avirate, the women's designer clothing brand has announced the launch of the new Autumn and Winter collection and their expansion of network globally, in North America, Canada and Dubai. Avirate has introduced four sub ranges called, 'Mundo Paparazzi', 'The way she moves', 'Luxe Affair' and 'Power Play'.

Jagdish Chawla, Global CEO – Avirate, announced launch plans of a more premium and exclusive line under the label 'Avirate signature'. "As a highly accomplished senior womenswear designer offering over 20 years of experience at the head of a hugely successful womenswear label; now Ross Mayer is part of Avirate, as head of design based out of our office in Canada. Ross Mayer as a designer has been associated with various luxury retailers including Holt Renfrew, Hudson's Bay Company, Neiman Marcus and Sak's Fifth Avenue. With his vast experience in design and product development Ross would launch Avirate Signature Collection 2014 which will be positioned as a bridge to luxury in various markets globally," says Chawla.

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