

## Aviraté launches new website for Australia



The look of the new Aviraté website for Australia

The high-street fashion label has joined a large and diverse portal of online retailers in Australia with a brand new website. According to Aviraté, the website will be offering a unique blend of Asian and Western inspired fashion trends to a multiethnic society that is far removed from the archetypal dress for the Australian woman. With Australian buyers and businesses having embraced almost every online retail opportunity and Aviraté increasingly focusing on a 'click-and-mortar' type business model, the brand deems important presence and growth in the attractive online retail market.

Aviraté, in 2013 particularly, has made a notable effort to increase its digital footprint involving web-based interaction while simultaneously offering a more personalised service as is evident in their newly re-launched Sri Lankan website. With these efforts Aviraté hopes to be in the wardrobe of every Australian woman via quick and easy 'clicks' while enabling the brand to achieve one of their key goals for this year; sustainable growth.