High-street sensuality with Aviraté

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Models at the fashion show

Aviraté, high-street fashion label announced the launch of its store in Maitland Crescent. Derived from the Sanskrit word ‘Avirati’ which means sensuality, the new Aviraté collection designed by Timex Garments is poised to do justice to this name. The newly opened store presents a range of everyday and evening wear, lingerie, shoes and accessories. Customer Service representatives at Aviraté are trained to offer expert style advice and assistance to each and every client that patronizes the store. A fashion show featuring an array of fashion wear available at Aviraté added glamour to the opening. Speaking at the opening Arshad Sattar, Chairman of Aviraté said, “Style is the presentation of the inherent sensuality of a woman. That is Aviraté.”